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'An investigation of visitor and resident place perceptions of Mid Wales,
and an evaluation of the potential of such perceptions to shape economic
development in the area'

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ABSTRACT

The research investigates visitor and resident place perceptions of Mid Wales and evaluates the potential of such perceptions to shape economic development in the area. A review of literature indicated a need for an holistic approach to place. It was suggested that a starting point towards achieving this is to envisage place as three components - the real, the expected and the perceived. The real place is described using secondary statistical information and maps of the area. the expected place is described using topographical writing and guide books. The perceived place is examined through a combination of questionnaires and interviews with residents and visitors. These investigate perceptions of the landscape and economy of Mid Wales. The 'perceived places' of residents and visitors are described. A number of agencies based in Mid Wales were also interviewed to examine i) their perceptions of Mid Wales' ii) the way in which visitor and resident perceptions are incorporated into the policy development process, and, iii) their responses to some of the preliminary outcomes of the research. The research concluded that both residents and visitors have well defined, but different place perceptions of Mid Wales. Visitor perceptions are more affected by the expected place than the real, whilst resident perceptions are more affected by the real place than the expected. There are currently few mechanisms by which place perceptions are directly incorporated into the development process. However, the place perceptions of agencies were found to be close to those of the groups they represented; it is suggested that place perceptions are fundamental truths shared by groups, which are so strong as to actually subconsciously drive the policy development process. Policy implications are suggested, as are ideas for future research.

Chapter 1: Introduction

“There are two things which I am confident I can do very well: one is an introduction to any literary work, stating what it is to contain, and how it should be executed in the most perfect manner; the other is a conclusion, shewing from various causes why the execution has not been equal to what the author promised to himself and to the public.”

Samuel Johnson. Boswell *Life* Vol.1, p292 (1755)

This dissertation and the research on which it is based developed and evolved from a meeting of ideas and interests which came from different directions and disciplines. A skeleton idea had been developed by a group of academics to investigate the revitalisation of health tourism in Mid Wales, and the use of health as a vehicle for tourism and economic development. It was inevitable that this idea would evolve and its shape change to take into account the position and views of the researcher.

Originating as a geographer, the researcher initially became interested in the relationship between the human and physical environments - the way in which culture has affected people's changing relationship with the environment, with nature or with the landscape. The researcher subsequently studied regional development, from which came an interest in the concept of place, and factors which lead to the development of the local economy. This was followed by some time working as a town planner which led the researcher to start thinking about the factors which lead to the form of development in a given area, and the community's contribution to shaping that development.

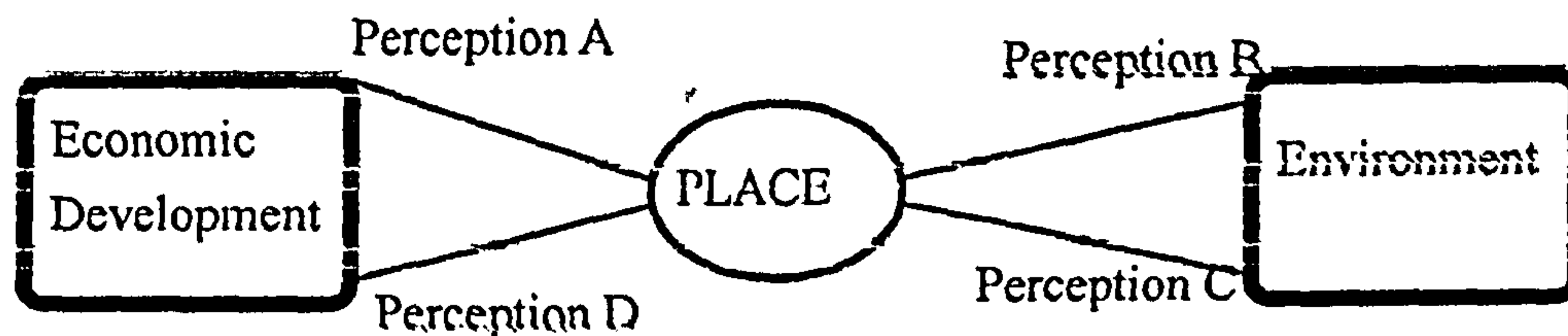
These factors then began to merge in the researcher's imagination - we have a relationship with our environment which is transitional, and affected by cultural trends; our perceptions of nature and landscape are closely related to our perceptions of place - places emerge because of this symbiotic relationship with our environment. Marx (1867) believed that capitalism or economic development has shaped people's visions of nature; the researcher wanted to turn this concept around and examine how perceptions of nature and of landscape influence the form of economic development in a given region. At this point perhaps it is important to stress that the researcher did not visualise that one or other of these concepts would exist exclusively, but instead viewed it as a dialectic between economic development and nature, with perception as the motive force by which one was impacting upon the other. However, a body of theoretical work (e.g. Glacken 1967, Smith 1990) had been conducted on how visions

of nature have evolved, in addition to empirical work concerning changing perceptions which have arisen in response to economic development, but on the other hand little empirical work had attempted to look at it from an alternative viewpoint - how perceptions influence economic development.

These ideas finally met in the creation of the research project. Like the original project, it was to be based in Mid Wales. It was to look at the way in which perceptions potentially influence economic development, and by being located in Mid Wales, would use tourism as a major vehicle for accomplishing this, as it is believed that tourism provides the most clear link between perception of place and economic development. In doing so, the research would also look at perceptions of health tourism in the area and attempt to assess its potential for successful development.

The relationship between environment, perception and economic development is diagrammatically represented in Figure 1. The research set out to examine one portion of the loop relationship. The researcher wanted to trace the relationship starting at perception of environment, through the formation of place to the impact on the future of place through economic development.

Figure 1: Diagrammatic representation of the proposed environment, perception, economic development relationship



Perception A: Economic development or change impacts upon perceptions which lead to a re-evaluation of place

Perception B: Perceptions of place affect perceptions of the localised environment, and subsequently relationships with it.

Perception C: Perceptions of the environment help to construct place

Perception D: Perceptions of place guide attitudes towards the form of economic development

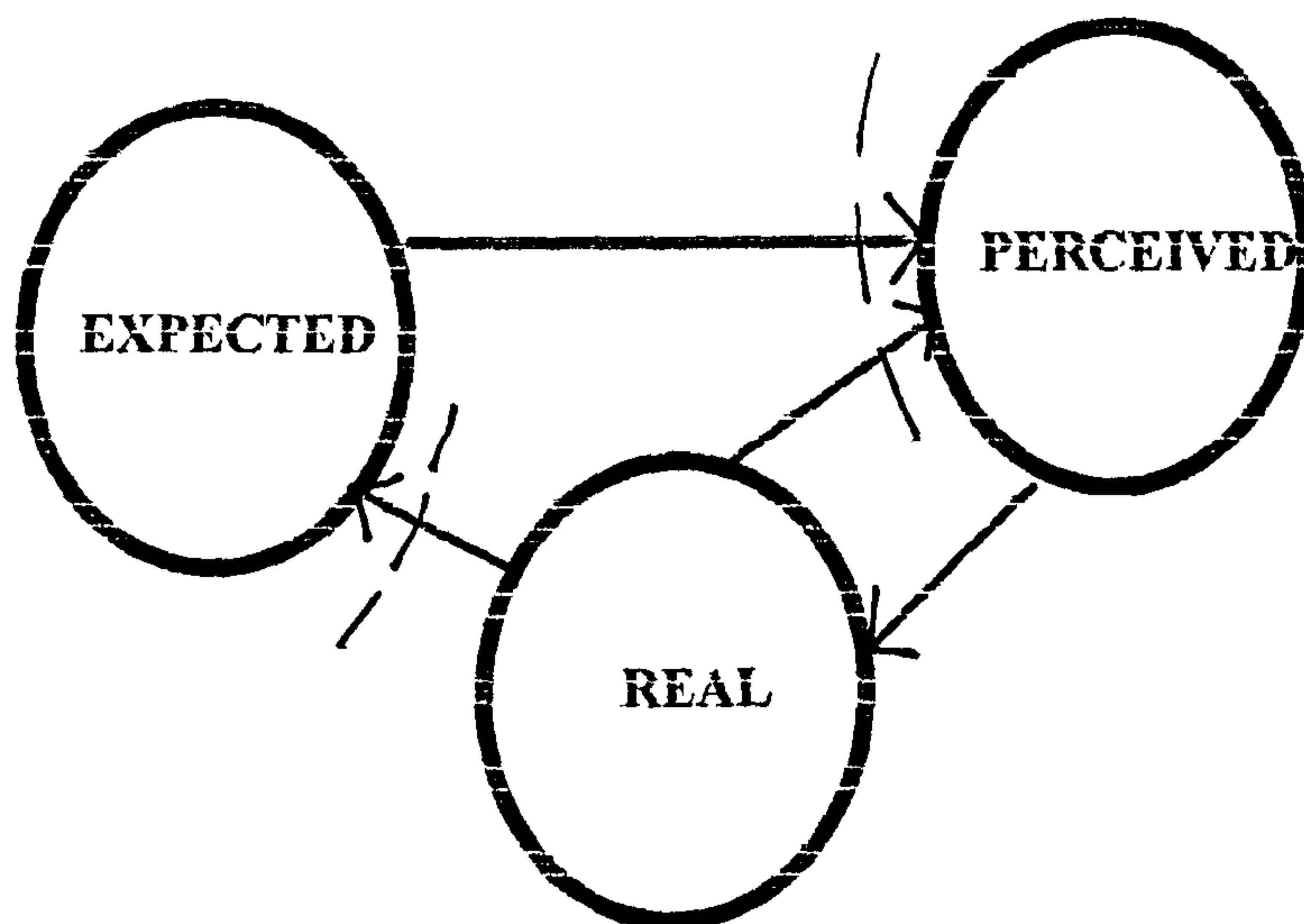
The research therefore set out to examine the paths of perceptions C and D, - to 'investigate the role of perception in influencing economic development'. The researcher subsequently needed in some way to capture perceptions of the environment, of landscape, and assess how they influenced economic development in a given area. It was hypothesised that perceptions of different groups would be collectively transformed into place, and this identity of place, and further perceptions of it would give rise to the preferred form of economic development to occur in the area.

The first stage in this process was to attempt to capture these perceptions which formed place. Although acknowledging that the perceptions of many different groups and individuals create the identity of 'place', the researcher made the decision to examine the contribution of two major groups, namely residents and visitors. The basis for this decision was a quote from Scargill (1985) which defined place as 'an awareness of the attitudes and feelings that people have for the areas where they live'. In a development of this idea, the researcher believed that place was as likely to be a construct of the visitor as the resident, and consequently the perceived place of the visitor, whether similar to or distinct from that of the resident would be expected to influence the form of economic development.

Through her reading, the researcher discovered another element to the research. She had suggested that perceptions of an environment are transformed into place image. This 'place image' would subsequently influence the way in which individuals and groups perceived the area, and would consequently affect their actions within and upon it. In effect, the *perceived* place would transform the *real* place. The researcher now found that authors such as Agnew and Duncan (1989) observe that studies of place currently refer only to its individual components (suggested by Agnew and Duncan as being locale, location and sense of place), and there is an absence of research which actually links these elements; that for example a sense of place might actually affect the spatial distribution of social and economic activities. In a similar way, she had discovered that landscape perception research seemed to consider factors which influenced the point of perception (the moment of contact between the observer and landscape), and rarely took into account the implication of these perceptions which may be channelled back into the environment. Combining these two ideas, the researcher built up a simple model of place which she suggested could be used as a starting point from which to examine how the *perceived* place affects the *real* one, or how perceptions potentially influence economic development. The model (see Figure 2) envisages place as being comprised of three components: the expectation - prior knowledge through word of mouth,

marketing, literature, memories; the real - physical characteristics, demographics, employment; the perceived - the interpretation of the first two.

Figure 2: Model of the components of place, and their interactions



----- represent filters such as role, socio-economic status, familiarity, usual environment which have been suggested to affect perception

As can be seen from Fig' 2, the perceived place, an interpretation of the real and expected places occurs through a series of filters. These are factors such as familiarity, role of observer, socio-economic status, usual environment, which have been suggested to influence the way in which landscapes or places are perceived. The research investigates the way in which these factors affect elements of the perceived place. The core investigates the perceived place of Mid Wales, and looks at its potential to influence the real place. The expected and real places are described briefly in Chapters 3 and 4.

The research was to reveal very strong perceptions of landscape and constructions of place emanating from both resident and visitor groups. However, although these perceptions often

related directly to economic development which was felt to be part of the place image, and a strong link was exhibited between landscape and economic development, it became increasingly evident that to substantiate the actual link between perception and economic development required much further research. At this point it therefore became necessary to shift the focus of the project slightly and instead examine the first step in what was now deemed a much larger area of research. The horizons of the research were shifting, and the possibilities for developing the line of inquiry appeared excitingly out of the shadows as with each step of the research what had initially seemed an unknown quantity emerged into the light. However, for the purposes of a piece of research of this scale it was necessary to attempt to limit the boundaries of inquiry, consequently the aims of the research were defined as 'an investigation of visitor and resident place perceptions of Mid Wales, and an evaluation of how such perceptions have the potential to shape economic development in the area.'

The first part of this aim was to be achieved through a series of questionnaires and extended interviews with both residents of and visitors to Mid Wales. The basis for both interviews and questionnaires were questions which attempted to draw out individual's place perceptions of Mid Wales by effectively examining the way in which they described these perceptions in terms of their descriptions of, and views about the landscape and economy of Mid Wales, as well as landscape versus economy issues. The research process generated 416 and 473 usable visitor and resident questionnaires respectively, as well as 14 each of extended interviews with visitors and residents. Together these gave rise to distinct perceptions of place for both resident and visitor groups, which were also further examined in terms of age, gender, socio-economic group' length of residency and region of origin.

The second part of the research aim, evaluating how these perceptions potentially influence the shape of economic development in the area, was achieved by interviewing a number of agencies based in the area. These interviews were comprised of three components, first, the agency representatives were asked about their perceptions of the area, second, they were asked

about how they actively incorporated visitor and resident perceptions into the development process, and third, they were asked to respond to some of the outcomes of the research. These interviews helped to give an insight into how place perceptions have the potential to both directly, and indirectly influence economic development.

The research process, and its outcomes are presented in the following chapters.

Chapter 2: The Literature Review

**“I never read a book before reviewing it; it prejudices a man so”
H.Pearson ‘The Smith of Smiths’ (1934), ch 3, p54**

Introduction

During the course of the research, the aims developed to become an evaluation of the place perceptions of residents of and visitors to Mid Wales, and the potential of such perceptions to influence the form of economic development in the region. Here the researcher refers to the development of the aims, as they were subject to an evolution of thought - this evolution was in part a response to the literature. At the outset the project was outlined with the aim of investigating the role of perception in influencing economic development, and it was the lack of any substantial empirical research in this area that highlighted the enormity of this aim.

The researcher began the project with a belief that the way in which places are perceived is fundamental to what they become - an interaction between the subject and object of humankind and environment, and the place perceptions that arise from this interaction have the potential to shape economic development. This hypothesis was deemed to be particularly relevant to tourism, the form of economic development which is perhaps most closely related to the evaluation of landscape, and the construction of place images.

The researcher subsequently set out to examine place perceptions of Mid Wales, with an attempt to evaluate how these perceptions could potentially influence the development of the local economy - tourism set in amongst alternative forms of economic development. The area of research was discovered to be somewhat under represented in literature, and has been the subject of little or no empirical research. However, a large body of literature exists on the historical development of people's relationship with the environment, which the researcher believes is the first step in an understanding of the perception / economic development process, on a macro level.

On a more specific level, several studies have been conducted which investigate different factors that influence the way in which the environment is perceived - these studies take on several guises, (place perception, landscape perception, environmental perception,) but in

essence all examine differences between individual or group perceptions of what is 'out there'. These perceptions, the researcher suggests are effectively transformed into place images, and consequently, the literature review also examines the concept of place, and the way in which perceptions assist the development of place image. A major component of place image is of course the economy - places often develop in terms of economic associations, a factor which is especially true for tourism where place itself is often the product. The last section of this review examines the economic component of place image, and the impact on this component by deindustrialisation, agricultural decline, and changing tourist tastes.

The 'Man'/ 'Nature' Contribution

“Landscape is a medium not only for expressing value but also for expressing meaning, for communication between persons - most radically for communication between the human and non-human. Landscape mediates the cultural and the natural or ‘Man’ and ‘Nature’ as eighteenth century theorists would say. It is not only a natural scene, and not just a representation of a natural scene, but a natural representation of a natural scene, a trace of icon of nature in nature itself, as if nature were imprinting and encoding its essential structures on our perceptual apparatus”
(Mitchell, 1994, p15).

Mitchell (1994) suggests that landscape provides a communicative bridge between mankind's socio/cultural environment and his natural surroundings. He further suggests that this relationship represents a significant medium for his symbolic interpretation of nature itself. This man/ nature relationship is perhaps the fundamental relationship of mankind, man has not only shaped and moulded nature through his actions, but in addition, his environment has shaped and moulded him (Bronowski, 1973).

The physical, intellectual and emotional interaction between man and nature has been the focus of research across a wide range of disciplines. It encompasses not only relationships with, and attitudes towards nature, but also landscape preferences, changing tastes, changing meanings of place, and the far reaching consequences of evolving cultures and

economies. The historical development of our relationship with our environment is the first step in understanding the perception - economic development process; mankind's perception of its place in relation to the order of things has long affected the nature of our relationship with our environment, and it is a relationship that differs in time and space according to religion, culture and knowledge.

The major debate about the man/ nature relationship has revolved around whether we can consider ourselves to be set apart from nature, embedded in nature (Thomas, 1975) or as Gold (1989) suggests, linked to it in some way so that its meaning keeps changing in relation to us. Sayer (1979), on the other hand believes that we shouldn't even refer to our relationship with nature, or to interactions between people and nature, but instead to our inner-actions within nature, as we are part of nature. Understanding the form of this relationship, and of cultural differences which affect it are important contributory factors in an appreciation of our interaction with and perception of our environments, as beliefs about our position in nature can strongly influence actions which affect the quality of both human life and the natural environment (Schneider and Morton, 1981). Places are not only physically formed out of this relationship, but in addition, places images themselves are generated from beliefs about nature, and man's role in its exploitation or conservation. Furthermore, the economy of an area is inextricably linked to notions of place, and a certain degree of empathy with, or utilisation of the physical environment.

Indeed, a number of writers (Smith, 1990, Budd, 1979, Sayer, 1979, Burgess, 1978, Marx, 1867) have proposed that economic change and the impact of labour upon the environment has been the single most important factor in stimulating a re-evaluation of nature, and Smith (1990, p1) goes as far as saying:

"More than any other identifiable experience, the emergence of industrial capitalism is responsible for setting contemporary views and visions of nature."

Whether or not capitalism has been instrumental in influencing man's perception of nature, the belief that it has affected visions of the environment highlights the link between the human and physical environments, and suggests an interaction between socio/economic change and perceptions of nature. Marxism, although placing man outside of nature, emphasises the important link between the two - it is through our actions upon nature that we form ourselves; paradoxically, that although we are not a part of nature, we, as humans rely on it to shape us, without nature we have no existence; as Sayer (1979) states

"society cannot exist apart from nature, for we are simultaneously social and animal beings, but nature has existed for rather a long time without human society." (Sayer, 1979, p53).

Larsen (1992) also believes that man cannot be separated from nature, and argues that man has transformed nature into landscape, and it is this landscape which becomes an economic entity - he believes that nationalism has turned nature into a set of specific landscapes, and tourism has sent people out to enjoy them, essentially turning nature into a commodity. This conception of nature, Larsen believes contains three elements: nature is a collection of material objects; nature is outside man, who is not part of it but can manipulate it; man acts on a theoretically and scientifically based rationality which rises above the bodily determined naturalness of man (Larsen, 1992).

The development of this 'scientifically based rationality' is something which Glacken (1961) traces back to the Hellenistic period when he believes that man started to alienate himself from nature by conquering it and shaping it in his preferred image. This idea of man's rightful domination of nature, giving him rights to its exploitation is also a theme in Judaeo Christian thought, having its origins in the dominion promised to man in Genesis 1, although Baker (1975) believes that the egotistical exploitation that has resulted was far from that intended. The exploitation of nature, leading to a changing relationship between man and environment perhaps really came to the fore in Britain during the industrial revolution, which marked not only the growth of industry and the rise of industrial

capitalism, but also a substantial increase in population - both industrial and residential developments having far reaching consequences for the face of the British landscape. The Industrial Revolution brought with it a change in ideology; man was conquering time and space through increased technology, and in conquering time and space he was conquering nature.

The development of the British economy, and the exploitation that resulted was responsible not only for changing attitudes towards nature, but also led to the creation of landscapes; eighteenth century man believed that nature could be improved upon, and worked hard to create a landscape that was a blend of the best of man and nature. The domination and control of nature were celebrated in terms of formal design based upon the mathematical principles formed during the Enlightenment, gardens were composed rather than developed, such as those at Versailles. The development of this form of 'nature' in Britain, Appleton (1987) proposes

"was an accommodation between art and nature in which each made the maximum concession to the other, and the result was a harmonious blend of those three components which flourish so felicitously under the English climate, trees (especially deciduous trees) grass and water." (Appleton, 1987, p34).

This tradition continued into the nineteenth century, when in reaction to industrial building and overcrowding, the English countryside became an object of veneration. However, these English ideals of country were not usually that of an untamed nature, but instead a picturesque taste with preferences for the irregular, complex and intricate, a 'nature' that had been controlled and shaped by man. This was not however, a universally agreed vision of nature, there came into being a reaction against this form of nature; nineteenth century Romantic poets, utopian philosophers and naturalists reacted in disgust at man's attempts to control nature; they saw beauty and truth in imitating nature, not overwhelming it (Schneider and Morton, 1981). At this point nature was essentially becoming something to 'gaze' at (Urry, 1990), relying on human action or human observation for its existence, as McKay notes:

"Nature has a history which cannot simply be regarded as something which exists outside of the human imaginative response, for without ourselves as observers, nature has no meaning" (McKay, 1989, p34).

The man-nature relationship can therefore be envisaged as an important starting point for the study of landscape, as this relationship provides the basis upon which landscapes evolve and are perceived. Landscapes and places depend on the form of the man/ nature relationship for their identity, Zube (1993) emphasises this in a response to Kluckhohn's (1953) categorisation of the ways in which cultures differed in their relationships with nature. Kluckhohn identified three categories: 'man subjugated to nature', 'man in nature' and 'man over nature'. Zube (1993) believes that not only do these categories reflect different meanings of, and value orientations towards, nature, but they also suggest different kinds of landscapes - landscapes that differ because of available technological and varying population needs. Mankind's changing relationship with nature, with the physical environment, has through time been to a great extent responsible for governing the way in which we utilise our natural resources, and have subsequently influenced the pattern of economic development over the face of the earth. The relationship has not only been thought to contribute to patterns of exploitation and development, but has also been linked to landscape tastes, and to conservation. Aldridge (1989) examines the relationship from the viewpoint of ideas which have influenced the concept of the conservation of nature. He outlines twenty-six ideas which he proposes have influenced this relationship through time. These ideas Aldridge then divides into seven groups, namely: economic reasons and the argument from design; intellectual and scientific arguments; arguments from sensory enjoyment and escapism; sensory enjoyment and aesthetic arguments; sensory enjoyment and quasi-religious arguments; arguments from physical and mental health, and current attitudes to nature conservation. These groups appear to cover most of the arguments surrounding the man/ nature debate and that of landscape perception. The rise of environmentalism has in recent years been operating to further develop the man nature relationship. Capitalist ideas of nature had proclaimed it as a commodity, as a

resource for exploitation, and in this respect it was as much a commodity for the tourism industry as for the iron and coal industries. In some ways the environmentalist movement was a response to rather than against capitalism - whilst in some ways it sought to protect areas from consumption by many forms of industry, that same preservation was enabling the development of the tourism industry.

Perceptions of Landscape

The 'mankind/' 'nature' relationship, has throughout history affected the way in which the natural environment has been utilised, respected, or destroyed and Goodey (1971) believes *"an understanding of man's perception of environment is essential to human development at a time when resources of all types are under pressure. Decision makers operating in the environment base their decisions on the environment as they see it and not as it is, although their actions do affect the real environment."* (Goodey, 1971, p1).

Here Goodey begins to introduce the idea that the way in which we perceive our environment affects its future development, the perception of the environment can in part be explained by large scale cultural trends (described above) which affect man's relationship with nature or the physical environment. This relationship is then made significant by its transformation into landscape, as Cosgrove (1984) explains:

"Landscape, I shall argue, is an ideological concept. It represents a way in which certain classes of people have signified themselves and their world through their imagined relationship with nature, and through which they have underlined and communicated their own social role and that of others with respect to external nature" (Cosgrove, 1984, p15).

By this definition, landscape itself ceases to be merely what is 'out there', and instead can be understood as an interpretation of the physical environment:

"Landscape is not merely the world we see, it is a construction, a composition of that world. Landscape is a way of seeing the world." (Cosgrove, 1984, p13).

Landscape is therefore something much more than the external environment - it is a construction of the mind, created from images, from knowledge and belief systems.

Cosgrove and Daniels (1988, p1) go as far as saying

"A landscape is a cultural image."

Perhaps the most obvious way that landscape is presented to us as a representation or composition of the external world is by its outlet in the arts. The artist presents his or her landscape interpretation of the environment, which itself becomes part of the perceptual gauze through which observers themselves create their landscapes, as Lowenthal and Prince express:

"The English seldom merely see a landscape; they see it as delineated in famous books and paintings." (Lowenthal and Prince, 1965, p200)

Images from the arts through their interpretation and representations of places contribute to the way in which these places are subsequently imagined and perceived. Kenneth Clark(1956) believes that a form of landscape painting that he calls 'realist' in the sense that the artist attempts to record natural landforms for their own sake appeared for the first time in fifteenth century Flanders and Northern Italy. He claims that it related to

"some change in the action of the human mind which demanded a new nexus of unity, enclosed space"

conditioned by an

"increased control of nature by man." (Clark, 1956 p29).

Changing forms of perception of nature, and of space occur with variations in religious forms evident from the artistic expression of the time. In the seventeenth century, Holland experienced a separation from Belgium; the new Protestant ethic led to a disappearance of religious forms of art- paintings which honoured the glory of nature as composed by God.

The new Protestantism gave rise to a form of art echoing the immediate world, such as still life painting, and landscape painting which represented everyday life. Landscape art has been increasingly used as a geographical tool, not only in the reconstruction of past landscapes and environments, but also as an indicator of social and political values; Helsinger (1994) studied Turner's 'Picturesque views in England and Wales' - picturesque interpretations of particular landscapes which were aimed at the new tourist class. Picturesque views were displayed to a genteel travelling public, with low perspectives to monumentalise castles, abbeys and mountains to try and recreate the experience of the awed tourist. Apart from being an early form of guidebook, Helsinger believes there is also a social statement implicit within Turner's work in terms of the positions of landowner, worker, or indeed, tourist;

"Turner's drawings call into question the possibility of an exclusionary sense of landscape as national possession, reminding us that in fact the notions of possession and circulation to which picturesque landscapes refer - those of the spectator as landowner or tourist are contradicted by new meanings of the same terms demanding recognition in the 1820s and 1830s" (Helsinger, 1994, p119).

Whilst landscape art itself was often an expression of changing cultural, economic and social attitudes towards the physical environment, the visual and literary descriptions that resulted proceeded to influence other people's expectations and descriptions of places. The word landscape has generally come to refer to this product of artistic expression, and it has also been suggested that

"the landscape provides the scene, the backdrop for human action" (Tuan, 1966, p30)

However, landscape is more than a mere backdrop, it is the product of the interaction between man and environment, as Tuan later expresses:

"Landscape is more than nature superposed by the material expressions of human living. It signifies more to us than the sum of the material facets of hills and valleys, fields, roads, bridges, churches and houses; for besides scientific and economic appraisals, we have imputed to the landscape contents that can only be described as 'psychological, religious, esthetic and moral" (Tuan, 1966, p31).

We have seen how large scale cultural trends have affected the way in which the environment is perceived, and subsequently the creation of landscapes. We have also seen

how the perception of landscape can be affected by the artistic representation of those landscapes. However, the way in which landscapes are perceived varies from one individual to the next.

Tuan (1966) suggests that landscapes and material objects do not have specific or universal meanings, but instead their messages vary with culture and personal temperament, and the environment may be viewed as a system of symbols, the interpretation of which depends on the individual (Tuan, 1989). In its simplest terms, marked differences can occur in perception due to variations in oral and aural perceptive abilities of the individual. In order to understand an individual's landscape preference, it is necessary to look more deeply into personal characteristics such as upbringing, education, employment and physical surroundings (Tuan, 1974, p59). Lowenthal (1967, p1) believes that:

"We respond to and affect the environment not directly, but through the medium of a personally apprehended milieu. This milieu differs for each of us according to his personal history; and for each of us it varies also with mood, with purpose, and with attentiveness. What we see, what we study, and the way we shape and build in the landscape is selected and structured for each of us by custom, culture, desire and faith. To understand perceptual processes requires examination of all these facets of human behaviour."

This view is echoed by Greenbie (1988) who suggests

"what we perceive as the environment is, in fact a synthesis in which our current perceptions of what is actually out there are combined with a complex tapestry of associations based on our experience both of the physical world and of other people" (Greenbie, 1988, p65).

Tuan (1966) has examined the possible reasons for the diversity of landscape tastes, or experiences. He stresses not only the importance of culture, and associated belief systems, but also variations that might be experienced due to gender, and indeed due to familiarity. He suggests that visitor and native focus on very different aspects of the environment, stating:

"generally speaking, we may say that only the visitor (and particularly the tourist) has a viewpoint; his perception is often a matter of using his eyes,

to compose pictures. The native, by contrast, has a complex attitude derived from his immersion in the totality of his environment" (Tuan, 1966, p63).

This idea was exemplified in a paper by Appleyard, Lynch and Meyer(1967) dealing with the aesthetics of urban highways. The study used tape recordings, films, photographs and sketches to record the observations of researchers travelling along several expressways approaching New York, Hartford, Boston and Philadelphia. An analysis showed that:

"The highway experience varies with the user. The tourist sees the landscape with a fresh eye; he attaches relatively few personal meanings to it, but is urgently engaged in orienting himself within it. The commuter, or other habitual user of the road, is more likely to ignore larger landscape features, in favour of activities, new objects, or the moving traffic of the road. The driver must watch the scene constantly; his vision is confined to a narrow forward angle and focuses on the events in the road itself. His passenger is freer to look or not to look, has a wider angle of vision, and is not necessarily concerned with immediate traffic."
(Appleyard, Lynch and Meyer, 1967, p76).

The role of the observer was also important for Kyushik (1994) who stated
"the role of observer characteristics which has often been included in previous studies can also be an intriguing research item in the perception study of computer simulations. While physical attributes of the environment strongly affect the impressions of the environment, people's characteristics may also bias their perceptual responses" (Kyushik, 1994, p202).

Penning-Rowsell (1986) links this idea to the visions evoked by artists or novelists, whereas familiarity with a landscape can mould tastes, visitors can have different landscape aspirations which have often been influenced by pre-conceived ideas derived from the arts, or indeed by word of mouth. However, Kaplan and Herbert (1988) believe that the effect on preference has been demonstrated to be complex rather than positive or negative as on the one hand it is said people like what they know, but at the same time familiarity breeds contempt. Familiarity therefore becomes a very complex issue - whilst a greater degree of familiarity with a landscape may produce greater knowledge about its areal dimensions, a regular observer may overlook some element of the landscape which is apparent to those viewing it anew. Furthermore, familiarity may itself be an indication of past experiences or memories of the landscape which themselves may affect the perceptual process. Penning-Rowsell (1986) also suggests that the meanings we comprehend and the

values we hold about landscape are connected with the way we perceive landscape. However, he also warns that these perceptions can be distorted; the human mind is selective in what it perceives and interprets - features are emphasised rather than views, and the countryside as a whole is remembered rather than landscape. In other words, we as individuals see the world through a multi-layered filter composed of previous knowledge and pre-conceived ideas - we can only describe what we see in terms of what we already know, and as Zaring (1977) suggests, what people see at any one time depends only in part on what is there.

Craik (1986) refers to the importance of not only previous knowledge in interpreting the landscape, but also the environmental role that the observer may be enacting - whether as observer, professional, or indeed professional observer - this point is made by Greider and Garkovich (1994) who state

"Every river is more than just one river. Every rock is more than just one rock. Why does a real estate developer look across an open field and see comfortable suburban ranch homes nestled in quiet cul-de-sacs, while a farmer envisions endless rows of waving wheat and a hunter sees a five point buck cautiously grazing in preparation for the coming winter? The open field is the same physical thing, but it carries multiple symbolic meanings that emanate from the values by which people define themselves. The real estate developer, the farmer, the hunter are definitions of who people are, and the natural environment - the physical entity of the open field - is transformed symbolically to reflect these self definitions. These symbolic meanings and definitions are sociocultural phenomena, and they transform the open field into a symbolic landscape" (Greider and Garkovich, 1994, p1).

It is apparent that the role of the observer is an important factor in influencing the way in which a particular landscape is perceived, in terms of both occupational interests and familiarity with the area. These perceptual differences are not only due to a greater knowledge of the landscape, but can also be accounted for by different ways of categorising landscape or landscape elements based on occupation or interest. For example a botanist, geologist or artist would be likely to pick out different facets of the same environment in building up their perceived landscape. Furthermore, perceptual

differences accounted for by the role of the observer may incorporate the observer's particular economic interest in the area.

The particular role of the observer is, however, not the only factor which has been thought to be accountable for variations in landscape perception; as Lowenthal expresses:

"The context of interaction between man and milieu depends, moreover, on mood and circumstance, weather and light and time of day, views from on foot or in a vehicle, stationary or in motion, deliberately chosen or accidentally come upon" (Lowenthal, 1978, p385).

To a certain extent, the experience of landscape is therefore dependent on the location of that experience in time and space, as well as on previous knowledge, as Russell (1988) expresses

"different individuals may not affectively appraise the same environment in exactly the same way. Nor would the same individual at different times, nor different populations of individuals who have different backgrounds." (Russell, 1988, p125).

Tuan (1974) takes the example of the mountain to illustrate changes in environmental attitude. At an early stage in human history the mountain was viewed in awe, however, the form of response varied from culture to culture, and the aesthetics of environment differs across culture and time (Haldrane, 1994). Whilst Hebrews saw them as a sign of peace, and an index of the divine, the Greeks perceived them as being wild and terrifying, as an aspect of nature they could not wholly grasp. The Chinese also viewed them with fear and aversion, whilst the Romans described them as being hostile and desolate.

These attitudes have changed over time, in both Eastern and Western cultures,
"in both civilizations the change was from a religious attitude in which awe was combined with aversion, to an aesthetic attitude that shifted from a sense of the sublime to a feeling for the picturesque, to the modern evaluation of mountains as a recreational resource" (Tuan, 1974, p71).

It is fitting then that Lowenthal poses the question;

"Why do people feel the way they do about particular landscapes?....what is it that makes any landscape seem pleasant or repelling, fitting or

unsuitable, to people of various backgrounds and inclinations?"
(Lowenthal, 1971, p229).

The idea of landscape perception must therefore be considered in relation to the particular time and space in which an individual or indeed a culture interacts. As Sack (1985) suggests, a particular society (especially in the historical context) is often anchored to a special place, and from that place is derived knowledge, culture, and what Tuan (1974) describes as 'world view'. As has been previously mentioned, we describe and perceive landscapes in terms of what we know; therefore, the perception of a landscape by two individuals may differ greatly due to lived experience. Wright (1947, p8) expresses this point in an article about geographical writing:

"We are often tempted to use such expressions as 'a gloomy wood', 'bitter cold', 'a majestic mountain', 'a menacing thunderhead', 'the mysterious unknown'. Budding geographers have been cautioned by their professors against employing such adjectives on the ground that they reflect the personal emotions of the writer and are not universal common denominators in the symbolism of science. A dark wood may not seem gloomy to a lumberjack, or fifty-below cold to an Eskimo, or the Matterhorn majestic to all the peasants of Zermatt, or the geographically unknown mysterious to some of you" (Wright, 1947, p8).

However, Kaplan (1988) points out that

"although perceptions are not all the same, there are some remarkable communalities, perhaps in part because of our common evolutionary heritage" (Kaplan, 1988, p53).

It becomes evident then, that the way in which the individual perceives a particular environment is to a certain extent dependent on the form of the environment in which they normally interact. Orland (1988) conducted a study on how urban newcomers and rural residents of rural Arizona respond to the scenic beauty of their surroundings. The aim was to investigate responses to 'natural' and 'human influenced' scenes from rural settings. The study found that responses to certain types of landscape settings are to some degree influenced by the place of residence of respondent, and it also suggested, "in the planning of new development in rural areas, it may be important to consider carefully whether the encroachment of human influences - buildings, fences and the like is going to negatively

influence the responses of newcomers and visitors and hence reduce the appeal of a new area to those people. This negative effect can clearly have great implications for economic development in rural areas" (Orland, 1988, p377). Similarly, Kent (1993) in a study of scenic quality along highways in Connecticut and Gregory and Davis (1993) in a study of the aesthetics of river channels stress the importance of using preference ratings of different environments to ascertain scenic quality, which could subsequently have an impact on the appeal of a particular area. Consequently, whilst 'nature' to a city dweller may represent as little as an area of cultivated park land, to someone who lives in the countryside 'nature' may be something very specific - remnants of natural vegetation, or wilderness.

The importance of 'wilderness' perhaps grew with an increasing dissatisfaction with city life. Nature was identified as a refuge removed from the negative social and environmental externalities accompanying industrial production (Heiman, 1989, p165). Lowenthal (1971) views this idea through a somewhat ironical perspective. Early man viewed the physical environment with fear and dread, to him nature was a tyrant, and he survived only by strict obedience to her dictates. In contrast, to modern man, it is not nature, but our own creations which are terrifying. Wilderness has become something which like much of 'the past' we look at through rose coloured glasses.

"The wilderness was no heritage to folk who had to cope with it; it became one only when it no longer had to be lived in. The same is true of pastoral landscapes, rural villages, even of nineteenth century industrial centres, and landscapes now despised will some day be prized as precious heritage" (Lowenthal, 1971, p230).

'Nature' has to many become synonymous with 'wilderness', but it has also come to mean countryside, a place of rest and natural abundance which is often

"the view of a dormitory population of temporary escapees from the city who consistently managed to overlook (or at least evade any unpalatable implications of) the generations of labour which had arduously tilled, husbanded, fenced and drained the land, which has produced both the countryside and its 'natural gifts'" (Sayer, 1979, p34)

Our relationship to our environment, and subsequently the way in which we interact within or upon it is very much dictated by changing perceptions of our surroundings. The way in which we perceive a particular landscape may have important implications for the future development of that landscape, as Brookfield (1969) stated, decision makers *"base their decision on the environment as they perceive it and not as it is"* (Brookfield, 1969, p53),

The importance of perception is also emphasised by Wood:

"Perception can be envisaged, not only as just another ingredient of the socio-economic pottage, but as a factor which is present in all human activity. It can have a marked effect on the appearance of the landscape, and on the individuals operating in the landscape. Thus the study of perception may, in time, achieve a deeper understanding of the man/environment relationships." (Wood, 1970, p129)

In this 1970 paper, Wood describes several perception studies listed under the headings of landscape studies, hazard studies, recreation studies, urban studies, movement studies (the study of human activity patterns such as residential movement and consumerism) and space preference studies. Whilst this piece of research is mainly concerned with the perception of landscape, these categories of perception studies are by no means mutually exclusive, and the techniques used in one may be applied quite successfully in another. Wood in fact identifies certain problems common to most of the perception studies conducted up to 1970. These problems he attributes to the fact that most perception studies are concerned with attitudes, opinions and impressions, and because these factors cannot be observed in the field, they have to be approached through the medium of written or spoken words. This Wood points out to be the problem - much can be misunderstood or misinterpreted by both observer and respondent in the communication process, and the measurement of preferences, perceptions and attitudes proved difficult. As a result of this, little headway had been made in relating perceptions of individuals to either their background attributes or to the stimulus properties of the environment.

The problematic nature of research into what he calls environmental perception, was also highlighted by Lowenthal (1972). He outlines several problems which arise as a result of

techniques and methodologies. The inter-disciplinary nature of perception studies itself gives rise to difficulties. Scholars in different disciplines display little consensus about the nature of evidence; Lowenthal points to the survey questionnaire techniques of the sociologist, the experimental work of the psychologist, the participant observations of the anthropologist, and the media sources of the historian - all of which exhibit profound differences in assumptions about what constitutes 'proof' of particular attitudes. Furthermore, different techniques employed to extract perception information from the respondent themselves give rise to problems. Many studies rely on responses to simulated environments such as photographs or models (such as Fenton's 1988 study which attempted to show the ability of the individual to impose meaning on a natural setting), but Lowenthal points out that little is known about how responses to simulated environments differ from responses to, and behaviour in, real environments. Recently these simulated environments have been further enhanced through the use of computer imagery such as Kyushik's (1994) use of computer generated imagery to ascertain a visual assessment of the potential impact of proposed plans on an area. However, studies that employ questionnaires or interviews also come across problems, as they rely heavily on images of environment filtered through language, such as Goodey's (1986) exercise on students who were asked to focus on places where they were at peace, and places where they were frightened. As might be to a certain extent predicted, peaceful landscapes were described as greenspace and water, whilst frightening places were associated with traffic, noise, bleakness, newness and brashness. However, Lowenthal (1972) believes that these responses account for only a fraction of all that individuals perceive, and what they do in the environment. In addition, languages differ in structure and vocabulary from culture to culture, class to class, and person to person. Lowenthal, like Wood, also points to the need to examine the suitability of various statistical techniques to allow researchers to achieve more sophisticated and duplicable results.

Having said this, a study by Kroh and Gimblett (1992) concluded that

"verbal responses can contribute dynamic contextual information which maybe used to define important element of preference."

The same study did, however, point to the difficulty of using pictures to articulate landscape preferences. The researchers took twenty-five respondents to sixteen settings along the Southern Indiana trail, who were then asked their feelings about the sites. The study was then repeated with the same group using slides. The results showed a difference between the two sets of information. Kroh and Gimblett point to the fact that landscape perceptual preference involves more than a visual evaluation of a static scene, as people are multi-sensory beings, and dynamic factors contribute to preference (Kroh and Gimblett, 1992).

Zube, Sell and Taylor (1982) attempted the development of a theoretical framework for landscape perception which was both rational and practical. They built on Ittelson's (1973) work on environmental psychology in which he identified a set of minimal considerations, *"Which must be taken into account in any adequate study of environment perception"* (see Ittelson, 1973, p12-15).

These considerations, Zube et al adapted to form seven points to be necessary components of a landscape study:

1. Landscapes surround -they permit movement and exploration of the situation and force the observer to become a participant;
2. Landscapes are multimodal - they provide information that is received through multiple senses and that is processed simultaneously;
3. Landscapes provide peripheral as well as central information - information is received from behind the participant as well as from in front, from outside the focus of attention as well as within;
4. Landscapes provide more information than can be used - they can simultaneously provide redundant, inadequate, ambiguous, conflicting and contradictory information;
5. Landscape perception always involves action - landscapes can not be passively observed, they provide opportunities for action, control and manipulation;

6. Landscapes call forth actions - they provide symbolic meanings and motivational messages that can call forth purposeful actions;

7. Landscapes always have ambience - they are almost always encountered as part of social activity, they have a definite aesthetic quality and they have a systematic quality (various components and events are related) (Zube et al, 1982, p22).

The first four conditions, they believe have been traditionally part of perception research, but the last three, which relate to actions, meanings, motivations and ambience are essential additions for landscape research. Furthermore, their suggested framework emphasises the nature of different interactions within and between humans and landscape, and the outcomes of these interactions. They believe it important to shift emphasis to the interactions within and among human, landscape, and outcome elements, as understanding interactions will contribute to answering questions of why landscapes are perceived as they are, what they mean to individuals and groups, and how they contribute to one's sense of well being or quality of life. This was felt by the researcher to be a particularly important suggestion for the progression of landscape research. Much of the research conducted into landscape perception has dealt with landscape preference, and little has been done to examine how the human/ landscape interaction gives rise to perceptions which may influence the future of the area. The researcher felt there was a need to examine the way in which landscape perceptions are generated by differences in cultural and individual characteristics, but she also felt that one should remember that landscape is dynamic, and it is subsequently important to investigate how these perceptions can influence the future of the area.

In a subsequent paper (1993) Zube reviews the cross-cultural landscape research which has been conducted since 1981. These he categorises into three groups - perceptual, behavioural and humanistic/ philosophical. The paper emphasises the importance of cultural differences in attitudes towards landscape. These differences include those between native and visitor (Sonnenfeld, 1967), urban and rural, and religious differences (Tips and Savasdisara, 1986), as well as broader international differences. However, Zube

believes that this research is limiting in that the primary emphasis has been on response to landscapes, and relatively little information is presented about the participants and the landscapes represented in the research. The research does highlight some cultural variables which are important factors to consider for further research:- a person's familiarity with the landscape, socio-economic status, place of residence - urban or rural, status as native or tourist, religion, and attribution of meaning to the landscape (Zube, 1993). Similarly, Russell (1992) believes
"contrary to the ideology that defines landscape as exclusively visual and detached, there is a need to infuse the concept with people's experiences of nature, life and home" (Russell, 1992, p105).

Landscape perception studies traverse the boundaries between disciplines, employ widely different methodologies, and as has been recognised, there is no acknowledged universal framework even within the boundaries of geography itself for the study or analysis of landscape perception. Recent work in this area has followed many directions, but primarily fall into one of two main groups - those which investigate the relationship between a group or groups with a particular landscape in situ, and those which focus upon a landscape with which respondents may have previously been unfamiliar. One aspect of landscape research which Duncan (1993) highlights is the danger of geographers, mainly from Anglo-American urbanities representing, selectively investigating or interpreting landscapes which are important to the self, representing the usual sphere of activity of the researcher.

Other work has been conducted into landscape preferences, for example, Willis and Garrod (1993) focused on the landscape preferences of visitors to and residents of the Yorkshire Dales. The study assessed the preferences for and values of (as a willingness to pay study) different landscapes which could arise in the future of the Yorkshire Dales National Park. Images of a range of possible future agricultural landscapes included - today's landscape; abandoned; semi-intensive; agricultural; intensive agricultural; planned; conserved; sporting, and wild landscapes. They discovered there were no marked

differences between visitors to and residents of the Dales - the majority of both groups preferred today's landscapes, whilst the conserved landscape was also valued highly.

Many such studies focus on the differences in landscape preference between two or more cultural or social groups. Yang and Brown (1992) conducted a study of a cross-cultural comparison of preferences for landscape styles and landscape elements between Western and non-western groups. The landscape styles chosen were Korean, Japanese and Western, whilst the landscape elements used in the study were water, vegetation and rock. A photo-questionnaire was then used to make cross-cultural comparisons of preferences between a Korean group, and a Western tourist group. An interesting factor emerged in terms of preference for landscape styles; whilst Koreans preferred the Western landscape, Westerners were shown to prefer the Korean landscape - both groups were inclined to prefer the landscape style which is not matched by their own cultural background. This in itself is a useful point for further research - are individuals or groups more likely to favour gazing at landscapes which are opposite to, or at least outside their normal sphere of activity?

Other recent studies include Aitken et al's (1993) study of residents' familiarity and experience of a local area, and McBeth and Foster's (1994) examination of environmental attitudes of different residential groups. Whilst the former study investigates the spatial familiarity, and 'sense of place' of a group of residents with their local area, the latter aimed to examine attitudinal differences between residents grouped according to income and length of residency. Two frequently held beliefs about rural environmental attitudes were examined; that rural concerns are expressed predominantly by wealthy community newcomers, and that long time rural residents are hostile to the environmental cause. It was discovered that although the upper middle income newcomers did express the strongest environmental attitudes, they represented only a small percentage of those expressing attitudes. In fact, the upper middle income locals were found to be almost equally concerned as the rest of the community about the majority of issues. An important

point drawn out from this research was that although some of the rural population (defined here as lower middle income locals) are employed in agriculture, and subsequently have interests which are not always compatible with environmentalism, one must remember that in the past through agriculture, and increasingly through tourism, rural communities have learnt to depend upon nature for their survival - the environment and rural community may be closely intertwined (McBeth and Foster, 1994).

Although primarily concerned with environmental attitudes, McBeth and Foster's 1994 piece of research has important implications for landscape research as a whole. Residents may act upon and interact within the landscape in a very different way to visitors - they have different interests, and may perceive their relationship to the landscape, and to nature very differently. Having said this, like the Willis and Garrod (1993) study of the Lake District, a study by Dowling (1993) of tourist and resident perceptions of the environment - tourism relationship in the Gascoyne region, Western Australia, indicated a close agreement between the attitudes of both residents and visitors. In this study, both groups were seen to view tourism as being environmentally harmful, but considered it more environmentally compatible than other commercial activities of the area.

This point was further examined by McCool and Martin (1994). Research was conducted in the state of Montana, USA to examine the relationships between tourism attitudes, length of residency, level of tourism development, and feelings of community attachment. They hypothesised that residents with strong feelings of attachment are more likely to have negative attitudes towards tourism than residents who are less attached to their community. It was, however, discovered that people living in communities with higher levels of tourism development have the strongest sense of community attachment, but this group also had the shortest tenure in their community. They suggest that this may be due to more incomers choosing to settle in tourism dependent communities, forming community attachments quickly; meanwhile, long term residents live in other communities which have seen little tourism development.

Research which has been conducted into landscape perception has focused on cultural differences and levels of familiarity. The parameters by which these differences have been suggested to occur provides a useful starting point for any piece of landscape perception research. However, there has been a tendency to view landscape as a fixed entity, generating perceptions; it has often been modelled as a one way process, whereas in reality it is subject to a constant interaction between landscape and observer. These perceptions themselves may be fed back into the landscape, and subsequently help shape its future. This interactive process between a group or individual or landscape generates 'place'.

The Importance of Place

The way in which nature, environment or landscape is perceived is fundamentally linked to the concept of place. On a simple level, place can be interpreted as the backdrop to our everyday activities, as a particular areal extent in which landscapes occur and life happens, as Entrikin (1989) expresses

"the existential core of human geography, (is) the fact that human experience is always rooted in place" (Entrikin, 1989,p40).

However, if one stops to consider place, it soon becomes evident that it is a far more complex entity than a mere backdrop to existence. The complexities of place are interwoven in our lives without us even realizing - what is 'out there' is very often also 'in here' as the boundary between the individual and place is as indefinite as that between 'mankind' and 'nature'. To attempt to disentangle place from the human/ environment relationship is an impossibility, place almost transcends the two entities; landscape is place, we are place - place is born out of our relationship with our environment. Our relationship with, and our perceptions of our environment are the factors which form the basis of our generated place images, and it is the researcher's belief that these images are not only a product of the human/ environment interaction, but also help to sustain that environment by affecting what it becomes by guiding economic development.

The concept of place has itself formed the basis of discussion across a wide range of disciplines in recent years - notably, and perhaps most obviously it has been a recurring theme in geographical thought. Throughout time the history and development of places have been well documented whether in the rigorous auditing of surveys such as the Domesday Book, or in the subjective description of topographical writing. More recently the terms place, region and locality have once again come to the fore as an increasing number of geographers have been concerned with their contemporary importance as economic units (Massey, 1978; Soja, 1985; Jackson, 1986; Cochrane, 1987; Gregory, 1988; Smith, 1988; Cooke, 1990 amongst others), Entrikin (1989) believes that *"in geography this expression of interest has come primarily from those who have sought to redirect geographical research toward a concern for the richness of human experience and an understanding of human action"* (Entrikin, 1989, p40).

This concern with place, and indeed the need to reassert the self in an understanding of human action was probably a response to a seeming loss of uniqueness brought on by increasing globalisation. The increasing flexibility and internationalisation that became associated with a postmodern era put into question the validity of small scale places. The internationalisation of production, of labour and of finance led to a breakdown of established networks of capital, commodity and information flows that were the economic basis of regional definition (Smith, 1988). Places were apparently experiencing a de-differentiation as they came together in a spatial convergence brought about by advances in infrastructure and telecommunications - space was being annihilated through decreasing the time it took to transport ideas, information and people from one point to another (Harvey, 1989). The shrinking globe that has resulted from these internationalisation processes has allowed a greater flexibility in terms of industrial location and distribution of products, and in terms of the tourism industry, has led to a greater choice of destination. However, in a globally oriented society each place has to fight for its own part in the universal picture, a 'space of flows' only partly substitutes for a 'space of places' (Castell, 1985). Today's landscape of production is patterned by different kinds of economic flows

with different networks and location characteristics, but these still involve the production of place (Smith, 1988); whilst it is true to say that our awareness of the small scale place is dependent on our interactions on a regional, national and global scale, Massey (1993) stresses that there are very few if any places in the world which can be satisfactorily understood or explained in isolation from the national and international context in which they are set, stating:

“for ‘links’ with other places are really relations of independence, and, moreover, of an interdependence which is rarely equal. What needs to be analysed are the aspects of domination, subordination, influence and power which these links embody. Through an analysis of these one can understand the reality of a locality’s ‘place in the world’ and a good deal of what makes it what it is gives it its identity” (Massey, 1993, p145).

In many respects the importance of place identity increases in a global society, as the breakdown of political, social and economic boundaries necessitates an enhancement and increased awareness of the characteristics that make a particular place unique. Daniels

(1992) suggests that globalisation has actually brought places into focus:

“The study of place is not just a form of local knowledge. As the boundaries of the nation state have become increasingly permeable to economic flows, and as the idea of the nation has been put into question, so a whole range of other places and place identities have come into view, from the parish to the globe” (Daniels, 1992, p311).

The re-emergence of place in geographical thought has been achieved in various guises; Agnew and Duncan (1989) believe that approaches to defining a geographical concept of place have tended to stress one or another of three elements. Firstly, location - the spatial distribution of social and economic activities; secondly, locale - the settings for everyday routine social interaction provided in a place, and thirdly, sense of place - the identification with a place engendered by living in it. They observe that these elements are rarely seen as being complementary, but instead are viewed as competing. In a similar way, Barke and Harrop (1994) differentiate between place identity and place image, defining place identity as what the place is actually like, whilst place image is how a place is perceived externally. Although many writers seem to agree that place is comprised of two or more components, there seems to be a void of research which actually links these elements, that for example,

a sense of place might actually affect the spatial distribution of social and economic activities, or that place identity is affected by place image. The lack of unity in approaches to the study of place may well have caused O'Sullivan (1992) to express his belief that there is a

"lack of singularity of meaning of place. This is not a very useful word to build scholarly enterprise around. Even within the geographical realm it conjures up an enormous variety of cognitive spaces. Aside from this it extends deep into the abstract, mathematical and social domains"
(O'Sullivan, 1992, p6).

Rather than dismissing place as a geographical concept, it would, perhaps, be more useful to work towards a unified concept of place, and for researchers to start examining the links between location, locale, and what is termed 'sense of place'. Sense of place itself was described by Steele (1981) as a process which is

"created by the setting combined with what a person brings to it. In other words, to some degree we create our own places, they do not exist independent of us" (Steele, 1981, p9).

Rodman (1992) and Williams et al (1992) also refer to the importance of meaning in the construction of place:

"for each inhabitant, a place has a unique reality, one in which meaning is shared with other people and places. The links in these chains of experienced places are forged of culture and history" (Rodman, 1992, p643)

"Physical space becomes place when we attach meaning to a particular geographic locale" (Williams et al, 1992, p31).

One thing that keeps emerging in these definitions of place is the notion that place is something which involves the resident or inhabitant, and Scargill (1985) also defines place as an

"awareness of the attitudes and feelings which people have for the areas in which they live" -

but can this presumption be accepted that place is only a function of the resident population, especially when one considers that places have evolved through tourism itself. The researcher believes that a holistic approach to place is required, and suggests three components which taken together provide a starting point from which this can be achieved; firstly, the *expectation* - prior knowledge through word of mouth, marketing,

literature, memories, familiarity etc.; secondly, the *real* - physical characteristics, demographics, employment etc.; thirdly, the *perceived* - the interpretation of the first two. These three components the researcher believes affect, and are affected by one another. Furthermore, she suggests that visitors also contribute to place - whilst the real and perceived aspects of place can be shaped by the experience of visitors, the same visitors also take some of that place away with them aiding the formulation of other people's expectations.

The Economic Contribution

Economics constitutes a fundamental part of place image - since communities began to settle, trade and bargain, the economy increasingly became an essential component of place. The distribution of population over the globe was often characterised by close proximity to a particular resource or asset. Places developed in line with the exploitation of resources such as minerals and water, getting their identity from particular industries and benefitting from factors such as accessibility and communications. The economy, or at least the resource therefore often formed the base upon which place images were built - these 'places' developed not only as points in space, but also as points in time. The economic basis of the place image may alter or fade completely with the passage of time due to factors such as exhaustion of resources, developments in production, and increased competition.

Many places have experienced such a crisis in their perceived identity as a response to the increasing globalisation of the post-fordist era. Greater flexibility, and internationalisation of production have meant that places diminish in terms of their economic importance, and often lose the economic base which has constituted much of their place image. A major contributor to this process, which has accompanied the advances in technology and communications that characterise the development of the global society, had been de-

industrialisation. Areas such as South Wales, which in the past derived much of their place image from the iron, steel and coal industries, have, in the last twenty years or so, been subject to industrial decline, which has called for a restructuring of employment and a re-evaluation of place image. Such a transformation in employment structure, has however been experienced unevenly in different parts of the United Kingdom. This Campell (1990) attributes to four factors. Firstly, the structure of industry and composition of employment vary between geographical areas; in consequence changes in composition and structure will produce a changed geography of the economy and employment. Secondly, the relative attractiveness of different locations for employers in general changes over time together with their relative attractiveness for particular sectors. Thirdly, government policy itself shifts the spatial pattern of activities whether directly through its explicit regional and urban policies, or indirectly through its transport, industry, housing and other explicitly 'non-spatial' policies. Lastly, the changes in the organisation of production in manufacturing and service sectors that accompany economic change also alter the spatial pattern of both the organisation of production and the constitution of employment. This Campell cites as being due to the fact that geographical areas exhibit different characteristics of relatively greater or less attractiveness for different forms of production irrespective of the sector of the industry concerned. Spatial change therefore arises out of the changing form as well as the changing structure of production (Campell, 1990).

From this brief discussion of the different levels of attractiveness which localities possess in terms of inward investment, it becomes increasingly evident that the economy both affects and is affected by place image. The economic base of the locality generates opinions and perceptions which contribute to place image, but in addition, place image itself affects the economy by contributing towards the decision making process of both potential in-migrant and inward investors. Consequently, it is important for policy makers to fill the void left by de-industrialisation, not only in terms of employment creation - but also in terms of place image, Barke and Harrop (1994) look at the ways in which

traditional manufacturing towns have projected themselves for promotional purposes in a changed economic climate and point out that

"this activity frequently means that new identities are sought and efforts made to represent existing places in a different guise" (Barke and Harrop, 1994, p93).

In a global society, place image becomes an increasingly important factor for the survival of localities.

In the light of industrial decline, the Thatcher governments looked towards initiatives such as Urban Development Corporations, Urban Development Grants and Enterprise Zones as a solution to the problem. The success of such initiatives throughout the United Kingdom was of course variable, and in the case of the Urban Development Corporations often relied on controversial schemes such as gentrification which in effect superimposed a new place image on top of the old one, and succeeded in pushing out many of the existing residents who themselves were a fundamental part of the place image. It is important that the success of such schemes is measured in terms of their impact on the pre-existing local economy and unemployment. The House of Commons Employment Committee, 1988, stated

"urban development corporations can not be regarded as a success if buildings and land are regenerated but the local community are bypassed and do not benefit from regeneration."

Taking the example of the London Docklands Development Corporation (LDDC), although local jobs increased from 27,000 to 35,000 in the first six years, 65% of the 'new jobs' were transferred from elsewhere. In addition, 80% of the jobs created between 1981-85 were in the service sector, whereas 7,000 of the jobs lost between 1981-87 were in manufacturing. LDDC's support for existing industrial activity was also limited, providing only £2.5m in grants and loans to two hundred existing companies. The property-led approach to housing by the LDDC was also politically controversial, as it encouraged the development of private housing (over 85% of the new housing) whereas council houses had accounted for 80% of the existing stock. In the case of LDDC, one view expresses

that the physical renewal has frequently served to emphasise the gap between the new upmarket residents and consumers, and the low-income community (Parkinson and Evans, 1990).

This example was highlighted to show how in effect a new 'place' has been superimposed upon another, but whilst physical structures can be altered and adapted, perceptions are much more difficult to alter; in this case local perceptions and attitudes were omitted from proposals for economic regeneration with devastating effects for the local community - places evolve from an interaction between locality and people, and should subsequently be developed and transformed with local people in mind. In the search for suitable regeneration policies and an alternative source of revenue for post industrial localities, policy makers have also been looking towards leisure and tourism, and in fact, industrial decline has been paralleled by a growth in the tourism and leisure industry. It can not be denied that the tourism industry, both directly and indirectly has become a substantial employer, however, the degree to which the tourism sector can replace the existing industry as an economic base is a matter which has yet to be justified. Waters (1990) stated that

"the world's spending of \$2.1 trillion would indicate that tourism now has the right to claim the position of the world's largest industry....tourism is the fastest growing industry in the world....tourism today has become one of the world's most powerful agents of economic development." (Waters, 1990, p7).

Within Wales itself, the potential economic impact of tourism on declining regions has long been recognised, the Wales Tourist Board Annual Report of 1986 stated,

"the board believes that every part of Wales has some potential for the development of the tourist industry. It can play an important part in the regeneration of those areas undergoing structural or economic change, although it is by no means a panacea for the problems of those areas."

Witt (1991) also recognised the decline in the coal, iron and steel industries which has led to a subsequent increased interest in tourism as a means of employment opportunities, and suggests some advantages of tourism. Firstly, most sectors of the tourism industry are

labour intensive and so provide good opportunities for job creation in conditions of market growth. Secondly, tourism is highly cost effective in terms of generating jobs - the cost of stimulating employment from public funds is relatively low. Thirdly, it offers a wide range of job opportunities, including many in low-skill occupations which is where unemployment tends to be concentrated, and lastly, the jobs created by tourism are widely spread geographically throughout Wales rather than just being concentrated in urban centres, so tourism helps to counteract the movement from rural to urban areas (Witt, 1991).

However, given the ability of tourism to make a major contribution to a local economy, the transition from traditional industry to tourism would probably rely heavily on place perceptions, and require a re-evaluation of the place image of a particular locality. The attempt to revitalise post industrial areas, and the encouragement of tourism has been aided by the development of place promotion or place marketing strategies, where place images, or the 'expected places' of potential visitors have been engineered by the images created by marketing officials,

"it is believed that an analysis of the perception of the image of a place by visitors and tourists and its practical, emotional and ideological communication can contribute significantly to planning interventions for the design of tourist promotion of a place and the improvement of aesthetic quality" (Stefanou, 1992, p35).

The projected image of place has been artificially constructed for potential economic gain, as Stefanou (1992) explains:

"the image of a place, its landscape, constitutes the principal means by which the touristic development of this place is attempted" (Stefanou, 1992, p155).

Moreover, as Hunt (1975) expresses,

"it is suggested that the perceptions of potential visitors to a tourist-recreation region may weigh very heavily upon the development and eventual success of that region" (Hunt, 1975, p7)

The degree to which tourism can be grafted onto an existing place image is perhaps dependent on firstly, the locality where it is to be encouraged, and secondly, the form of tourism to be introduced. Firstly, in relation to the type of locality, it is evident that up

until this point of this section, the discussion has centred on urban areas. In the debate which surround industrial decline, discussion often centres on declining urban industrial areas, and the rural economy is often passed over lightly, or even ignored. In comparison with the deprivation of inner city areas, the pressures behind a perceived rural idyll are often forgotten - areas such as Mid Wales contend with an ageing population structure and agricultural decline. The employment of Mid Wales shows a greater reliance on agriculture than both the Wales and Great Britain averages. In 1991, 9.5% of all employees in employment were in agriculture, forestry and fishing compared with 2.2% for Wales and 1.3% for Great Britain (source: 1991 Census of Employment) and as many as one in five jobs in Mid Wales are dependent upon agriculture. With general agricultural decline, allied to EU quota cuts - the future of agriculture in the area is uncertain, and the coming years look bleak for farmers experiencing financial difficulties with economic restructuring giving rise to an increase in suicide rates amongst the farming community (Clope et al, 1993). Again, the economic attitudes towards these problems are often a matter of external perceptions -

"it is assumed that if unemployment, underemployment or low pay conditions are sometimes unavoidable, then it is better to be jobless or poor in the countryside which offers environmental and community compensations. However, by the same (arguable) token, the lack of anonymity and the potential loneliness of rural living may have the opposite effect and rural lifestyles may sponsor experiences of entrapment or hopelessness other than a compensatory lifestyle." (Clope et al, 1993,p124).

However, it is feasible that what is perceived as an environmental compensation can be positively used and turned into a vehicle for marketing tourism. After all, in an agricultural area it is essentially the same resource which is being exploited - the landscape. Whilst it may be feasible to channel these perceptions into an alternative form of economic development, in this case tourism, it is still important to retain a balance between internal and external perceptions, as the interests of residents may not be the same as those of potential visitors. Gruffudd (1994), however, believes that the countryside promotes itself, and doesn't really need an external form of place promotion, stating,

"countryside promotion is heir to, and in large measure prisoner of, a long tradition of rural place representation. It is a tradition that has laden the countryside with its deeper meanings as an embodiment of the virtues of nature, beauty, mystery and fundamental truths of human experience and cultural value. These same meanings continue to pervade the promotion of rural Wales, and many other parts of the British countryside, as a tourist experience and a life style adjunct to business investment. Although we have been able to identify in other chapters of this book, many instances in which places have been able to reinvent themselves, countryside promotion continues to rely on its stock of 'enduring values'" (Gruffudd, 1994, p261).

Part of this move to reinvent places has not been to superimpose a totally new place image upon an existing one, but instead it has meant a return to past place images, an attempt to peel off layers of images in favour of earlier ones. This may be in part what Gruffudd refers to as 'enduring values', but instead of being naturally sustained, they are actively sought out and promoted. Consequently, an area of tourism which has increasingly been utilised as an economic development tool is heritage tourism. It is a form of enterprise which Local Authorities have been quick to capitalise on by the marketing of historic buildings, events and the mapping of heritage tourist trails. However, the development of the heritage industry has not been solely manufactured by the agencies concerned; in part it has been driven by a need to venerate the past, and the desire to recreate an 'imagined' world (Prince, 1971). It is a form of tourism driven by nostalgia, so much so that Lowenthal (1985) expressed

"if the past is a foreign country, nostalgia has made it the foreign country with the healthiest tourist trade of all" (Lowenthal, 1985, p4)

The diminution of place identity brought about by globalisation and economic restructuring may be in part responsible for the seeming need to look to the past in constructions of place image. Indeed Ashworth and Larkham (1994) believe that

"heritage is one of the main determinants of the individual character of places. Neither academic geographers nor tourists need persuading that heritage is one of the principal components of a real differentiation. Much heritage planning is, therefore, in practice place planning" (Ashworth and Larkham, 1994, p19).

In the light of deindustrialisation and agricultural decline, when places become de-differentiated, rose tinted spectacles may tinge the past with a more favourable glow, as Hewison (1987) expresses

"in the face of apparent decline and disintegration, it is not surprising that the past seems a better place. Yet it is irrecoverable, for we are condemned to live in the present. What matters is not the past, but our relationship with it" (Hewison, 1987, p43).

Places develop their identities from a selective reconstruction of past images; it is a wish to regain yesterday without the inconvenience of losing today's amenities. Lowenthal (1985) points to several benefits of sustaining this association with the past. Firstly, reaffirmation and validation - present attitudes and actions are validated by affirming their resemblance to former ones. Secondly, he believes that the ability to recall and identify with our own past gives us existence, meaning, purpose and value, stating

"the past is integral to our sense of identity - the sureness of 'I was' is a necessary component of the sureness of 'I am'" (Lowenthal, 1985, p41).

This view was also expressed by Hewison (1987) -

"the impulse to preserve the past is part of the impulse to preserve the self. Without knowing where we have been, it is difficult to know where we are going" (Hewison, 1987, p47).

Thirdly, Lowenthal believes the past gives us guidance, lessons learnt from the past can teach us for the present - in a similar way Prince (1971) states

"a study of past behavioural environments provides a key to understanding past actions, explaining why changes were made in the landscape. We must understand man and his cultures before we can understand landscapes; we must understand what limits of physical and mental strain his body will bear; we must learn what choices his culture makes available to him and what sanctions his fellows impose upon him to deter him from transgressing and to encourage him to conform" (Prince, 1971, p44).

The past has this ability to make sense of the present, to guide us and it also, as Lowenthal fourthly stresses, renders the present familiar - our current perceptions are based on our past knowledge, the perceived identity of each scene and object stems from past acts and expectations (Lowenthal, 1971). Fifthly, he points out that the past enriches the present - each moment is enriched by memories of what has gone before. This point is reasserted by

Laenen (1989) who believes that our knowledge of the past and experience of heritage are necessary for enriching cultural identity. Finally, Lowenthal believes that the past offers escapism, an alternative to an unacceptable present, re-instating Hewison's belief that the need to feel surrounded by the past is a response to a growing dissatisfaction with today. This trend to venerate the past, and view it in a more favourable light, has the ability to change perceptions. This can be witnessed from the growth of industrial heritage - places that developed as a response to the industrial revolution and saw years of hardship, toil and pollution are now venerated as symbols of Britain's historical supremacy. Time, however, makes a great difference to the ability of the past to change perceptions of the present. The recent industrial decline experienced in South Wales has led to an increasing belief in tourism as an economic regenerator, however, the success of these schemes in many such areas has yet to be justified. Tourism may not be something which can be thrust upon a place, but instead the potential for it is usually implicit from the start. In the same way, heritage tourism is selective; Laenen (1989) believes that not everything from our past is worth reintegrating into present day society, and only the cultural values that are significant and have a constructive function for society should be considered. However, this gives rise to the question of whom decides what is significant in a society, and selects what is likely to become tomorrow's heritage. This selective interpretation of history can itself have an impact on place images. As Ashworth and Larkham (1994) express, heritage *"is both created by and in turn shapes the sense of a locality based on the uniqueness of local place identities"* (Ashworth and Larkham, 1994, p19).

Heritage has also come to mean what Claval (1992) refers to as the 'museification of landscape' - entire landscapes are being preserved as the product for tourism. This preservation is not only seen as a requirement for the external population to enjoy, but also in the need to preserve the community's identity in terms of the landscape (Russel, 1992), as Claval believes that *"local or regional identities are cultivated, and their originality is sought for in the landscapes"* (Claval, 1992, p345).

However, the conservation of landscapes can have serious consequences for the locality if it means the dislocation of the local community in favour of newcomers. The way in

which landscapes are preserved and promoted should subsequently take into account the place images of existing residents, as well as potential visitors. The Mid Wales landscape was in fact historically associated with tourism, as the towns in the area developed as centres for health tourism, and now the authorities in the area are trying to recreate this tourist landscape. Victorian tourists flocked to Mid Wales in the hope of benefitting from the mineral enriched waters that the spas of the area offered. The spas were undoubtedly responsible for generating past place images of Mid Wales, evident from the place names in the area - Llandrindod Wells, Builth Wells, Llangammarch Wells, Llanwrtyd Wells. There are however two components to the spas' contribution to the area. Firstly, the heritage aspect - the Victorian popularity of the spa towns may be reinterpreted to create a contemporary place image which appeals to modern day tourists; the wish to return to the past for a sense of place is evident in Llandrindod Wells at least, through, for example, the annual staging of a week long Victorian festival during which the town's residents dress in Victorian costume. Secondly, the spas may contribute to the contemporary place image of Mid Wales in terms of a modern day contribution to health tourism. Local authorities in the area together with the British Spa Federation have recently been attempting to revitalise spas and recreate a health tourism product in Mid Wales.

Although flourishing as a response to the taste of the Victorian elite, health tourism in the United Kingdom virtually disappeared until relatively recently, when local authorities began to try and optimise on their historical resources perhaps spurred on by a growth in general public interest and awareness of health and fitness. The whole notion of health tourism is generally accepted to embrace more than just the revitalisation of the spa towns themselves; the much quoted IOUTO definition of health tourism describes:

"the provision of health facilities utilising the natural resources of the country, in particular mineral water and climate", (IOUTO, 1973, p7)

whilst Goodrich and Goodrich (1987) define it as

"the attempt on the part of a tourist facility (e.g. hotel) or destination (e.g. Baden, Switzerland) to attract tourists by deliberately promoting its

health care services and facilities in addition to its regular tourist amenities." (Goodrich and Goodrich, 1987, p217)

Little literature could be found to substantiate the development of health tourism in the Britain, or its impact on either the economy or place image. Witt and Witt (1989) fittingly posed the question 'does health tourism exist in the UK?' Although there is no doubt that health tourism has, in the past, existed as a form of both tourism and health care within the United Kingdom, there is little evidence to suggest that health tourism flourishes in contemporary Britain as it does in Europe. Towns like Llandrindod Wells and Builth Wells in Mid Wales became popular tourist destinations in the eighteenth century, as they optimised their natural mineral water resources and developed as spa towns. Although water's healing and therapeutic properties have been recognised since at least Roman times, the rise of the eighteenth century spa towns was primarily motivated by the recommendations of fashionable physicians, and sustained by the trends of an elite society (Lowenthal, 1962). Spa towns themselves could remain relatively socially restrictive (Urry, 1990) as only the rich could afford the treatments and accommodation offered by the resorts. This in itself may have been a major contributory factor in the demise of spa towns which occurred in the nineteenth century (Urry, 1990).

The process of the revitalisation of the spa towns is one of the keys to developing the health tourism product in the United Kingdom, and as such it should be realised that although spa towns have remained spatially fixed, and many of them are relatively unchanged in character since their zenith, the motivation for them becoming health tourism destinations is directed from a different source. As has been discussed, in the eighteenth century, the prime motivation came from fashion, from the wish to conform and be accepted by high society, whilst today the motivation comes not from the users, but from the vendors - local and national organisations employed in the marketing and economic revitalisation of areas such as Mid Wales. Although the historical associations of health tourism may be in place, the motivation for its inclusion in the Mid Wales of today seems to be coming from the agencies involved in promotion rather than the

potential users of the health tourism product. This may represent an attempt at superimposing a place image upon Mid Wales at a time when agricultural decline has led to the need to look elsewhere for a source of revenue.

An Overview

"certain environments come, at certain times, to assume a particular importance that makes them worthy of promotion" Gruffudd (1994), p248.

It is widely considered that place image is something malleable, shaped to accommodate economic requirements, and in this respect perceptions have been frequently linked to economic development. The creation of place images, and subsequently perceptions have been attempted by central and local government agencies, and marketing officials in the hope of changing the economic states of places. Place images have consequently been restructured in a move to attract both tourists and inward investors to an area. The motivation of these 'place image makers' is itself witness to the fact that place perceptions are an important component of economic development. However, in this respect these place images are being superimposed upon the existing place, introduced externally to the naturally evolving place image. Gruffudd (1994) suggests that some places naturally evolve to become important, self promoting. This idea is rather similar to Urry's (1990) vision of the tourist gaze - places come into focus and subsequently blur as fashions for the gaze change. Moreover, Hughes (1991) expresses:

"from its inception...tourism has been framed by particular ways of seeing that are the product of social construction. The character of places has been reinterpreted in the social imagination in sufficiently comprehensive ways as to change the dominant perceptions of them at various historic periods." (Hughes, 1991, p32)

One could therefore propose that the way in which environments are perceived is throughout time linked to the developing economy - whether it be through promotion, or the natural optimisation of the perceived assets of a place for economic gain. Place images in this respect could be thought of as self sustaining entities on to which economic development latches itself when the time is right, rather like a plant releasing its seed at the optimal time for dispersion.

The literature also highlighted the need for a re-assessment of the concept of 'place' and a need for the integration of the factors locale, location and sense of place (Agnew and

Duncan, 1989). The research seeks to link at least two of these factors in a belief that sense of place is inextricably linked to what Agnew and Duncan refer to as 'location' - the spatial distribution of social and economic activities. Place perceptions are built into place images which have the potential to influence economic development. Place promoters and place image makers seem to acknowledge that place images are definitely strong enough to influence the level of and form of economic development in a given area, otherwise it is questionable why they would attempt to re-create place images. However, the major question which concerns this research is whether naturally evolving place images, those initiated by observers' place perceptions are powerful enough to influence the form of economic development?

The researcher has already suggested that place could be envisaged as having three main components, to reiterate these are 1. the 'expectation' - prior knowledge through word of mouth, marketing, literature, memories, and familiarity; 2. the 'real' - physical characteristics, demographics, employment etc., and 3. the 'perceived' - the interpretation of the first two. It is this interpretation of the real and expected places which generates place image. Consequently, this piece of research briefly describes the real place and factors likely to influence the expected place. However, the major part of the research aims to look at how place perceptions potentially influence economic development, and as such the research undertakes to collect place perceptions of Mid Wales. It has been seen that many authors (e.g Scargill 1985; Rodman, 1992) seem to refer to place as a product of the resident or inhabitant; however, the researcher believes that visitors also contribute to the creation of place image, and subsequently have the potential to influence the form of economic development in an area. On this basis, the research therefore looks at place perceptions of two main groups - residents of Mid Wales, and visitors to Mid Wales.

The next step was to discover what factors are likely to influence place perceptions. Place perceptions are themselves essentially the result of the merging of the human and physical environments; especially in a rural setting, it is the product of the interaction between

'mankind' and 'nature'. This place perception is in part affected by macro level trends which underlie, albeit perhaps subconsciously, the ways in which we see our environment. In the early part of this literature review it was seen how the form of this relationship between man and nature has been a response to societal and cultural changes such as religion (Baker, 1975), advances in scientific discovery (Glacken, 1961, Appleton, 1987), and capitalism (Smith 1990, Budd 1979, Sayer 1979, Burgess 1978, Marx 1867); it has also been suggested that the form of the man/ nature relationship affects the way in which the environment is perceived, and subsequently human actions within it. Understanding the man/ nature relationship is therefore an essential starting point for examining the way in which places, or landscapes are perceived, and how these perceptions are likely to influence economic development.

There are, in addition, a wealth of other factors which have been felt to be responsible for the way in which landscapes are perceived. The term 'landscape' although not synonymous with 'place' was felt to be appropriate for this particular area of research - not only because the actual study area is predominantly rural, and therefore a major component is comprised of what is usually termed landscape, but also because the way in which landscapes were perceived was felt to utilise the same 'filters' through which place perceptions were formed.

The literature on landscape perception on the whole indicated that what is called landscape is actually the interpretation of the individual, filtered by characteristics and experiences, a 'synthesis' (Greenbie, 1988), a 'personally apprehended milieu' (Lowenthal, 1967). The filters used for this interpretation have been suggested; it is thought that visitor and resident interpret landscape in different ways (Tuan, 1966, Appleyard and Meyer, 1967), and allied to this is the idea of familiarity (Penning-Rowsell, 1988) - the degree to which individuals feel they know the environment, or whether they are seeing it with fresh eyes adds to the perception, although it is a complex interaction - as Kaplan and Herbert (1988)

expressed, for some familiarity might breed contempt, whilst others might like what they know.

The location of the experience in space and time was also felt to be important (Russel, 1988; Tuan, 1974), and this in itself can be understood in terms of the macro level trends alluded to above - cultural changes or differences affecting the way in which individuals or groups relate to the environment or perceive the landscape. Individual characteristics were also felt to be more important (Kyushik, 1994); these were factors such as upbringing and education (Tuan, 1974), employment, or the specific occupational role of the observer (Tuan, 1974; Craik, 1986; Greider and Garkovich, 1994), and physical surroundings (Tuan, 1974) which could be taken as meaning the usual areal domain of the observer, place of residence and usual urban or rural affiliation (Orland, 1988; Kent, 1993, Gregory and Davis, 1993). Although many authors have in the last twenty years acknowledged that these factors may have important implications for the way in which landscapes are perceived, little empirical research has actually been conducted to test out these theories. Zube (1993) reinstates the need for research to be conducted into the effect of factors such as familiarity, socio-economic status, native or tourist, place of residence and religion upon landscape perception.

The literature also highlighted problems in previous perception studies - the most pertinent of all being problems in the measurement of perceptions themselves (Wood, 1970). This reinforced the researcher's need to define and measure perceptions in ways which would make sense for the research. The different methods of attempting to capture perceptions, and the problems associated with them were highlighted by Lowenthal (1972) - there are difficulties in measuring responses to simulated environments, pictures and photographs as little is known about how responses to them differ from those to real environments. It was, however, felt that questionnaires and interviews rely too much on language, which may differ by education, nationality and culture. Kroh and Gimblett (1992) on the other hand felt verbal responses to be important. It was therefore evident to the researcher that the

formulation of any questionnaire or interview structure needed to be carefully aimed in terms of its use of prescribed words or phrases. However, having said this, it was also felt that language, whilst difficult to cross-reference would provide an enrichment of an overall perception of landscape or place.

As was previously mentioned, Zube et al (1982) (drawing on Ittelson's 1973 work on environmental psychology) outline seven factors which should be taken into account in landscape perception studies: landscapes surround, landscapes are multimodal, landscapes provide peripheral as well as central information, landscapes provide more information than can be used, landscape perception always involves action, landscapes call forth actions, landscapes also have ambience. The last three of these they point out need to be the focus of landscape research. In the same way as researchers omit to link place perception to the future economic development of those places, researchers interested in landscape perception often fail to incorporate the idea that landscapes call forth actions - the whole process of landscape perception does not stop at the point of actual perception, or the moment of contact between the observer and landscape, but instead these perceptions are channelled back into the landscape.

There was a strong indication from the literature of the need to examine this process of place perception - how places are perceived, and how these perceptions are channelled back into the place to potentially affect the form of economic development. Previous studies of landscape perception had indicated factors such as role of observer, familiarity, socio-economic status and usual environment are likely to affect the way in which landscapes are perceived, and consequently provided a starting point from which to examine landscape, and therefore place perceptions of Mid Wales. The literature also highlighted how in the light of industrial and agricultural decline different agencies have attempted to superimpose new place images on existing ones in the hope of encouraging tourism as a method of economic development. The researcher questions the extent to which place perceptions can be enforced upon individuals, and therefore aims to build up a

picture of the 'naturally' generated perceptions of residents of and visitors to Mid Wales and examine to what extent they incorporate the economically induced perceptions introduced by agencies in the area. In Mid Wales this necessitates an examination of the contribution of spas, as both a heritage element and a health tourism product, to place perceptions. There is also the concurrent need to examine three elements in a step towards understanding place - the expectation, the real and the perceived. The following sections briefly examine the expectation and the real, before starting to examine the main focus of this piece of research - the perceived place.

Chapter 3: The Real Place

“We live in a fantasy world, a world of illusion. The great task in life is to find reality.”

Iris Murdoch ‘The Times’ April 15 1993 ‘Profile’

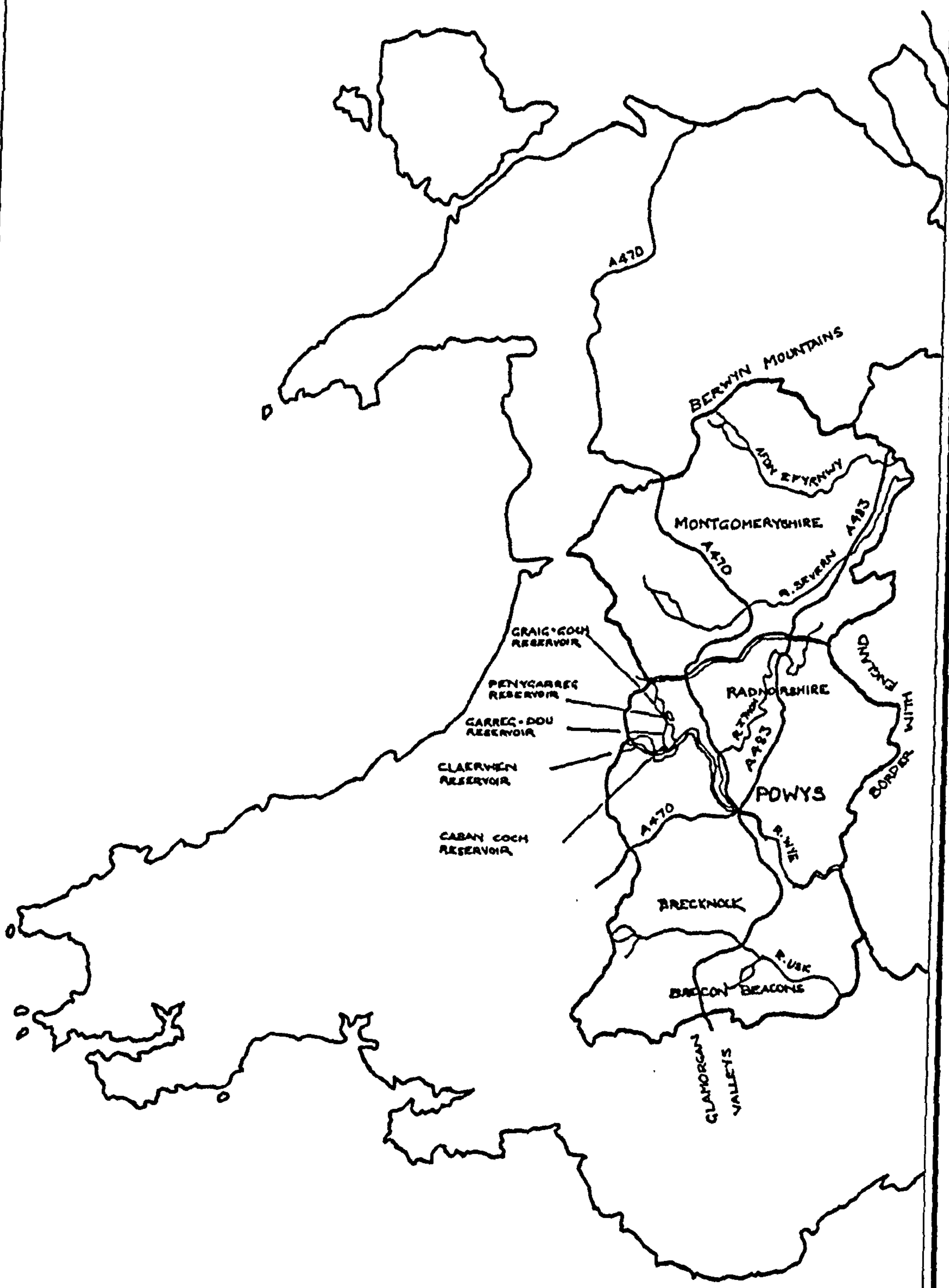
Introduction

It has been suggested that an integrated approach to place which divides it into three inter-dependent components - the expectation of place, the real place and the perceived place is the first step towards attaining an understanding of how perceptions of place feed back to affect the future development of the real place. The expectation of place was described as images of place which are sent ahead of or projected from the real place by word of mouth, memories, literature, marketing and the media which then become other people's preconceptions. The perceived place is an interpretation of these images, and of the real place. The 'real' is the concrete, describable fabric of place. There are those who will argue that the 'real' place does not actually exist at all, for the way in which we describe, measure and observe are themselves derived from human perception. However, the scientific measurement of the components of place, are at least generally universal. For example, whilst mankind might perceive that a hill over a certain height is a mountain, the scientific measurement of it makes it a mountain for each and every one of us. The 'real' place of Mid Wales, for the purposes of this report is therefore described in terms of the physical, social and economic structure of the area. These characteristics are, for the most part dynamic, and it is the researcher's belief that they are affected by the perceptions which the real and expected place generate. This process is a constant interaction of real and perceived; consequently, the real, though measurable, is constantly changing. Therefore, the description of the real place which follows is based on measurements taken at a point in time, and is subsequently as close an approximation to the real place as can be achieved.

Physical Characteristics

The research was conducted in the spa towns area of Mid Wales; this part of Mid Wales is wholly located in the county of Powys. For the most part of the study (before Local Government reorganisation) Powys was the second largest county in Wales, occupying a quarter of the land area, and being the only county in Wales

Figure 3: Physical Map of Powys



without a coastline (after reorganisation its' boundaries remained relatively unchanged although Powys became the largest county in Wales). As illustrated in Figure 3, Powys is divided into three districts, namely, Brecknock, Montgomeryshire and Radnorshire. The county extends from the fringes of the Glamorgan valleys, south of the Brecon Beacons up to the Berwyn Mountains in the north, and shares all of its eastern border with England. The area, which is predominantly rural, is mountainous to the south with decreasing relief to the north. Two main rivers, the Ithon and the Wye, traverse the area, which is also characterised by the Caban-coch, Garreg-ddu, Penygarreg and Criag-goch reservoirs to the north west.

Population

Powys is a predominantly rural county, with a population of 117,467 living at an average density of 0.2 persons per hectare compared to 3.2 persons per hectare for England and Wales as a whole, and 1.37 persons per hectare for Wales (1991 Census). Brecknock, with 41,145 residents accounts for 35% of the population of Powys, whilst Radnorshire with 23,630 residents accounts for only 20%. The population had exhibited an increase of 6.1 percentage points since the 1981 Census which can be attributed to a net gain from migration; an excess of deaths over births in the county had resulted in a natural decrease of -1.3%, migration had itself led to an increase in population of 7.4%. This was most marked in Radnorshire, which from 1981-1991 had experienced a population increase of 9.7%, which was accounted for by a 1.9% decrease by deaths over births, and an 11.7% increase by in-migrants. In 1991, 3,960 residents registered that they had had a different address outside Powys a year before the Census. 24% of these migrants were aged over 45, and people of pensionable age actually made up 21.9% of the population of Powys in 1991, an increase of 1.5 percentage points since 1981. This would seem to indicate that Powys is subject to an ageing population structure. This might in part be explained by the fact that whilst the population was experiencing a net increase from in-migration, it was also experiencing depopulation by the younger age groups.

On the whole Mid Wales, since the last century has been experiencing depopulation as a result of job losses, predominantly related to agriculture. In 1971 there were 65,000 less people living in Mid Wales than there had been a century earlier (1971 Census of Population). This overall trend of depopulation, does, however mask a slight increase since 1971. A population increase of 7.8% between 1971-81, and 6.1% between 1981-91 was experienced in Mid Wales (1971, 1981, 1991 Censuses of Population) with the result that by 1991 there were 38,000 fewer people living in Mid Wales than in 1871. This growth can be almost entirely attributed to net inward migration, and there continues to be a net loss of young people from Mid Wales, particularly in the age group 15-24 (Statistics Action Group for Mid Wales Rural Development Forum, 1994 (National Health Services Central Register data)). Inward migrants today account for a large proportion of residents in the study area - only 51.1% of the population of Radnorshire were actually born in Wales, and only 8.3% of residents stated that they were Welsh speakers.

Economic and Social Characteristics

Throughout the 1980s, the number of employees in employment in Mid Wales has shown a slight increase from 58,066 in 1981 to 68,800 in 1991 representing a growth of 18.5% in Mid Wales over the period 1981-91 compared with an increase of 4% for Wales and 1.2% for Great Britain (1991 Census of Employment). This increase has in part been due to an increase in the manufacturing sector of 14.2% from 1981-91 compared with a 7.3% decrease for Wales and a 24.4% decrease in Great Britain over the same period (1991 Census of Employment). However, manufacturing still accounts for a small proportion of employment - 15.4% of all employees in employment in Mid Wales in 1991 compared with 22.8% for Wales and 21.2% for Great Britain. Conversely, the employment structure of Mid Wales shows a greater reliance on agriculture than both the Wales and Great Britain averages. In 1991, 9.5% of all employees in employment were in agriculture, forestry and fishing compared with 2.2% for Wales and 1.3% for Great Britain (1991 Census of Employment), and in June 1990 agricultural land accounted for 90% of the total land area in Powys (Welsh Office, 1991 - Digest of Welsh Statistics). As many as 1 in 5

jobs are dependent on agriculture in Mid Wales and it is the backbone of the rural economy in many areas. A report on 'Future Agricultural Prospects in Mid Wales' was conducted by the Department of Economics and Agricultural Economics in University College of Wales in Aberystwyth in 1991. The report suggested that the total number of people employed in Mid Wales agriculture is around 20,000 - but the total number of jobs dependent on agriculture is more because of the 'knock-on' effects. These effects they categorise into three types - 'knock-back' effects from the buying of agricultural inputs, 'knock-forward' effects on processing, and the effects resulting from household expenditure of farm incomes. The report indicated that "indisputably, agriculture does matter to the Mid Wales economy," (p3), and that agriculture has a social importance as well as an economic importance. The report went on to recommend some policy implications for the Development Board for Rural Wales, stating (p16 para 79) "the most obvious point is that agricultural policy lies entirely outside the remit of the board. Nevertheless, it seems to us that given the role that agriculture has been shown to have in the economy of Mid Wales - it would be a dereliction for the board not to have a view on the direction of change that it would like to see for policy in this area."

Furthermore, a research report on 'Lifestyles in Rural Wales' by Cloke, Goodwin and Milbourne (1993) states "our research, however, leads us to suggest that we need to know more about what the current structuring of rural employment opportunities actually means to rural people experiencing problems in getting suitable jobs. There has recently been high profile publicity about the suicide rates occurring amongst farmers who are experiencing financial difficulties associated with economic restructuring...it is sometimes assumed that if unemployment, underemployment or low pay conditions are sometimes unavoidable, then it is better to be jobless or poor in the countryside which offers environmental and community compensations. However by the same (arguable) token, the lack of anonymity and the potential loneliness of rural living may have the opposite effect and rural lifestyles may sponsor experiences of entrapment or hopelessness, other than offer a compensatory lifestyle." (p125)

The rurality of Mid Wales was also highlighted as a potential problem by the Statistics Action Group for Mid Wales Rural Development Forum (1994), "whilst this rurality is attractive to the tourist, it creates major difficulties for people living in Mid Wales. It necessitates a dependence on personal transport and requires travelling long distances to work, school, social and community facilities. For those who do not have access to a car it can mean isolation." Surprisingly, with the limited public transport facilities in such a rural county, 22.1% of households in Powys had no car available in 1991 (1991 Census of Population), which presumably increases the level of isolation experienced by these households.

The problems of communications and isolation may also contribute to the lack of opportunities in the area; although in June 1991 Powys' unemployment rate was only 4.4% in relation to a figure of 8.5% for Wales as a whole (Welsh Office, 1991, Digest of Welsh Statistics), these figures mask the real trend of out migration which Mid Wales has been experiencing. The dearth of opportunities in the area has subsequently meant the formation of a vicious circle - unemployment is being exported, but this means depopulation and an ageing population structure which in itself decreases the area's potential of attracting inward investment.

Tourism

The main form of investment which has, in recent years been encouraged by the local authorities is tourism, as Mid Wales Tourism action Group 'Sustainable Tourism Development Strategy for Mid Wales' (1994) states "The Mid Wales tourism industry is already a major component of the regional economy and furthermore has the potential to achieve continuing future growth which could increase the scale of economic benefit."

The report proceeds to state that,

"tourism is therefore:

- * a major sector of the Mid Wales economy in terms of the provision of employment and new expenditure injected into local economies by visitors from outside the region;
- * a substantial growth sector of the regional economy over the past decade, and at a performance levels exceeding the national norms;
- * a means of spreading employment and expenditure benefits throughout Mid Wales, maximised at community levels rather than being concentrated into a few locations within the region;
- * at remoter community levels a provider of income and job share to supplement other forms of economic activity."

The Wales Tourist Board's definition of Mid Wales comprised (before reorganisation) northern Dyfed, southern Gwynedd and northern Powys, which includes areas located outside the boundaries of the research project's study area. However, the tourism figure presented for this area of Mid Wales are the most specific that could be obtained.

Consequently, these have been used as the basis to describe the current patterns of tourism in the area.

Mid Wales currently receives about 1.5 million tourism trips which produces 6.9 million bednights and an expenditure of 155 million pounds (Wales Tourist Board, 1993). 49% of holiday trips were taken at a seaside location, whilst the countryside accounted for 38% of holiday trips, small towns accounted for 14% of trips and large towns drew 5% of trips (United Kingdom Tourism Survey, 1992). The most popular regions of origin for domestic visitors to Mid Wales were the West Midlands (30%), the south east (21%), Wales itself (17%) and the North West (16%) (Wales Tourist Board, 1993).

However, tourism should be viewed as only one component of the development of the Mid Wales economy - 'Rural Wales - The Case for EC Structural Funds 1994-1999' (1993) (a

submission by Development Board for Rural Wales, Welsh Development Agency, Wales Tourist Board, West Wales Training and Enterprise Council, Powys Training and Enterprise Council and the local authorities) outlines five priority areas for the development of the Welsh rural economy from 1994-1999 - the adaptation and diversification of agriculture, forestry and fishing; the development of small and medium sized enterprises (SMEs); the development of tourism; minimising the problems of peripherality, and, environmental improvements.

The problems associated with Mid Wales are generally agreed to be a declining and ageing population existing in a gradually transforming regional economy which lacks the facilities to ensure the injection of new forms of capital. Within this rurality exist a number of townships, primarily known for their historical associations.

At the outset, it was intended to focus the research on Llandrindod Wells, this being the town pinpointed for the revival of 'Health Tourism' in Wales by local authorities and the British Spa Federation. However, as ideas, and the research programme itself evolved, it became evident that the study was not only about health tourism, but was also about the relationship between perception of the landscape and economic development within Mid Wales. In order to bring these issues together, it was deemed necessary to expand the research area to the main towns of the spa area of Mid Wales, and their hinterlands. As illustrated in Figure 4, this area encompasses the townships and countryside of Radnorshire and North Brecknockshire in Powys, and roughly extends from the northern limits of the Brecon Beacons in the south to St. Harmon in the north and is delimited by a ten mile radius of the three major townships in the area, namely Rhayader and Llandrindod Wells in Radnorshire, and Builth Wells in Brecknock.

Figure 4: Map Illustrating the Spa Towns Area



The area is intersected by two major roads - the A470 running roughly north west to south east, and the A483 running roughly south west to north east. These roads represent the main methods of accessing the area, although a minor rail service, the 'Heart of Wales Line' does serve the region, running north to south from Shrewsbury to Swansea. The four spa towns of Mid Wales are themselves to be found strung out along the railway and the A483. Until the arrival of the fashion for spas, all four Wells towns (Llanwrtyd, Llangammarch, Builth and Llandrindod) were obscure villages which subsequently grew and prospered through the sale and marketing of their natural waters. The largest two of these spa towns, Builth Wells and Llandrindod Wells form two of the three main centres of the study area. Each spa town developed its own particular type of clientele. Builth became associated with being the spa of the Welsh working classes. Today it is perhaps best known as the host to the annual Royal Welsh Agricultural Show.

Llandrindod Wells is perhaps the best known of the four spa towns, which came to life with the development of new hotels and parks after the arrival of the railway in 1864. The healing properties of the local waters were marketed and drew the Victorian middle classes to the town. Today, the spa at Llandrindod Wells represents the only Mid Wales spa in a decent state of repair. Radnorshire District Council, in conjunction with the British Spa Federation embarked upon a part EC funded programme which led to the refurbishment of the Victorian town centre and the partial redevelopment of spa facilities within the town. It is, however, an EU regulation in an ironic twist of fate that until recently prohibited the use of the Llandrindod spa taps in the newly restored spa pavilion.

The third focus area of the study is found to the north-west of Llandrindod Wells at Rhayader. Rhayader has mainly expanded this century due to its close proximity to the Elan Valley. The Elan Valley is a nine mile stretch of four lakes built between 1892 and 1903 to supply water to Birmingham, and its visitor centre today attracts around 83,300 visitors per annum (based on average visitor numbers 1990-93, Wales Tourist Board). These three townships and their hinterlands comprise the study area of the research.

Chapter 4: The Expected Place

“I am giddy, expectation whirls me round.
The imaginary relish is so sweet
That it enchants my sense.”

William Shakespeare, ‘Troilus and Cressida’ act 3, sc. 2.1 (1602)

Introduction

In the discussion of the literature, the researcher argued the need to formulate an integrated approach to the study of place, to improve understanding of not only the way in which places are perceived, but also, how these perceptions themselves influence the future form of economic development in that place. As a first step towards achieving this integrated approach it was argued that place be envisaged as having three components, the expectation, the real and the perceived. The expectation was briefly described as memories composed from previous visits, and images portrayed by other sources such as literature, the media, advertising.

This section attempts to trace the factors which lead to this expectation of place, and in doing so it identifies the basis on which many of these place perceptions are built. Memories are the most difficult to trace - they are the most personal source of expectation available to the individual and are the result of a direct relationship between place and person, rather than the interpretation of someone else's perception. Nevertheless, memories may be a strong factor in influencing what the individual expects from a place - memories are guided by emotions and familiarity.

The literature already indicated that familiarity was a factor which potentially affects the way in which places are perceived, and therefore the researcher decided to investigate this as a factor in affecting place perceptions of both residents and visitors in the core section of this dissertation. Memories are one medium through which images of place may be created, and which develop to form the expectation of place. In addition, an expectation of place may be generated from other people's memories and descriptions of their experiences in a particular place. Such expectations of place are consequently generated from secondary information - the origin of this information may come through word of mouth due to the experiences of

friends and relatives, but it may also come from a more widely available source, such as literature, travel experiences or the media.

Today, images of place are mainly portrayed by marketing policies and by the media. However, the creation of expected places in the minds of the public has been occurring for centuries, as the descriptive accounts of travellers have perhaps unwittingly started to develop a picture or image of place. These travellers were perhaps the earliest tourists, and their writings subsequently became the first form of travel guides. On occasion, these travelling writers were accompanied by artists, illustrating scenes and views in such a way that would stir the imagination of the reader and entice them to visit. In the review of literature this was briefly examined by looking at Helsinger's (1994) study of Turner's 'Picturesque Views in England and Wales' - picturesque interpretations of particular landscapes which Helsinger observes were drawn with low perspectives to deliberately 'monumentalise' castles, abbeys and mountains in order to try and recreate the experiences of the awed tourist. In a similar way, Zaring (1977) illustrated how the shared perceptions of Wales between the 1770s and the 1830s portrayed Wales as fulfilling all the 'Romantic' criteria for beauty - the epitome of sublimity and solitude. However, as well as creating a positive imagery, drawing the public towards these areas, these writings also had the power to create a negative imagery - by the unflattering description of places, or even by their complete omission; images, albeit negative ones begin to generate and build up into the expectation of place. This section of the dissertation examines a series of topographical writings and guidebooks produced about the study area, and looks at the images of expected place which have been portrayed to the public.

The Mid Wales Area

Radnorshire and north Brecknockshire are notable for their absence in many early works of topographical writing, such as Thomas Pennant's (1783) 'A Tour in Wales', and George Borrow's (1862) 'Wild Wales; The People, Language and Scenery' - both of which describe

the north and south as well as the western coast of the country. The area seems to have been almost invisible to the traveller, of so little importance to not even achieve a mention. Daniel Defoe, at least, in his (1724) 'A tour through the whole island of Great Britain' had admitted the existence of the area, albeit in a seemingly uninterested manner:

"Brecknockshire is a meer inland county; as Radnor is; the English jestingly (and I think not very improperly) call in Breakneckshire: 'tis mountainous to an extremity, except on the side of Radnor where it is somewhat low and level."

Part of the detraction from visiting Mid Wales, may have arisen from the general uncertainty of knowing exactly where it is located. Today, the area known as 'Mid Wales' still has uncertain boundaries, and this was no different in the past:

"The old third kingdom of Mid Wales causes much confusion in the minds not only of Englishmen, but of Welshmen also. Perhaps, therefore, it would be as well to say a word about it in this place. The confusion arises from the fact that the position of Mid Wales has shifted. It has turned from an exact historical boundary into a vague geographical one. The old lands of Powys were carved partly out of the southern kingdom, so that they lay both north and south of the Berwyns. Nowadays, everyday north of the Welsh divide is called North Wales, whereas Mid Wales is an area of indefinite size, having its centre at Builth Wells" (Vale, 1935, p95).

The area seems to have held little interest for the traveller in the last century, and was largely ignored by travellers or writers alike who tended to concentrate on the historical north, the industrial south or the coastal west. The lack of interest in the landscape and scenery of the area, was however, acknowledged by one more enthusiastic traveller in 1929:

"Everywhere the land is hilly and 'unconventional'. Rich pastures, laced with lush hedgerows, give way abruptly to wide commons deep in bracken, gorse and heather, criss-crossed by old stone walls marking ancient boundaries, some of them, over which much blood was shed in the wild days of old. Everywhere is the music of streams, from the hoarse roar of the Wye in its wide rocky bed, the softer melodies of the Ithon, the Edw, the Clywedog, the Lugg and Arrow, and the infant Teme, to the tinkle of a hundred stony brooks that crept to join them through woody dingles or over healthy commons. Radnor is assuredly a most delectable county though I have never seen it gushed over or even touched upon in the Press or fiction almost to weariness as are many regions in no way comparable to it. Why is this? The only answer is the well worn truism that people do not know their own country, but run unconsciously in grooves from which some curious fashion does not allow them to escape. What a shock a novel laid in Radnorshire would be to the circulating libraries,

so thoroughly drilled as their readers are to look for their rural heroes and heroines in Sussex, Devon and Cornwall." (Bradley, 1929, p90)

Perhaps because of its omission from many of the early topographical works and its exclusion from literature, the area did seem to adopt a mystical air for those travellers who did venture through its landscapes - from being more or less ignored, the area's expectation seems to have built upon the idea of the unknown, the uncharted, as the following descriptions written nearly a century apart convey:

"Gentle readers, we will now return to the Wye, and pursue our journey from Rhaiadyr. Would that ye could all behold the scenes to which my pleasant wanderings conducted me; would that ye could see them, as I did, arrayed in their brightest and loveliest garb. The fairy sovereigns of the 'skyey influences' never bestowed a more heavenly morning on a mortal pilgrim, than they vouchsafed to me for my journey to Builth. The bend of the Wye below Rhaiadyr was a picture ready arranged for any prince of landscape painters" (Roscoe, 1854, p82).

"Not that it has a grandeur of Snowdonia, but it has a rare beauty and tranquillity which heal the spirit. Over a quarter of the county is 1,000 feet above sea level and it is so blessed that even in these days there is not a single factory chimney in its 500 square miles - small wonder that it is claimed the fairies lingered on there long after they had disappeared from the rest of Wales, and that the last dragon was killed on the tower of Llandeilo Graban church, and the last wolf killed in early Tudor times at Gŕegina, near Glascwm" (Fraser, 1952, p356)

The main emphasis of description was on a people-less landscape, an unexplored, uncharted, tranquil area devoid of industrial development. It was conveyed as a land of mysticism, and the descriptions of the area are strangely detached from Llandrindod Wells - a town which would have been thriving as a tourist destination throughout this period. The descriptions relied heavily on this detachment from people and industry, and were instead an appreciation of nature, and of landscape. The following passage describes the arrival in the area by train of S.B.Mais in 1949:

"I saw my first red squirrel just before we came to the hills covered with golden gorse and dead brown bracken at Llangunllo, the first Welsh name on

the line. We were now surrounded by a thin fringe of trees. The larches were greening freshly. At Llanbister Road we saw our first curlew of the year, and from Dolau we got our first view of Radnor Forest, the bare high hills away to the east. We then came to open undulating moreland of pear and lush grass at Penybont where daffodils were growing on the platform" (Mais, 1949, p122).

The images that were being portrayed of the area were very much a celebration of nature, of tranquillity and emptiness away from industry and development, and it was through these images or this 'stock of enduring values' (Gruffudd, 1994, p261) that the area began to promote itself. It is these values which are used to attract tourists in a 1951 guide book 'This Lovely Land of Wales' issued by the National Industrial Development Council of Wales and Monmouthshire Ltd (Tourist and Holidays Section) Cardiff:

"Located almost in the centre of Wales and forming a considerable portion of the boundary with England, Radnorshire is essentially an agricultural area, with no large towns or great industries. It is, however, a favourite county for those who prefer their holiday to be one of peace and relaxation, and also for those who find the medicinal springs and baths beneficial" ('This Lovely Land of Wales', 1951, p171).

The landscape and nature are the major points of reference for the majority writing about the area, and has in fact been suggested to be the main point of unification of Mid Wales:

"In connection with the ancient kingdom there is an interesting point which we would do well to take note of. Although it lies north as well as south of the Berwyn, its scenery is very much of one piece throughout the whole of it.....This leads one to suspect that it is not necessarily the mountains and 'enclosed' nature of a countryside which holds and moulds a people so much as its environmental unity of scenery - a fine point for ecologists" (Vale, 1935, p95).

This would imply that Mid Wales has become more than merely identified with landscape; Mid Wales is landscape. The expected place of Mid Wales has developed from the mysticism of an unknown area to focus on the tranquillity of an unpeopled landscape, as was expressed by Bradley in 1929:

"Overlooked and unadvertised as Radnorshire has always been, quite apart from its uplifting scenery, the county is unique in having far and away the

thinnest population per mile of any other in England and Wales" (Bradley, 1929, p88).

Four themes seem to recur which the area has connected itself with, or been connected with. Firstly, the idea that it is unknown, undiscovered; secondly, that it is peaceful, somewhere you can be alone; thirdly, that it is an area which is dependent upon nature and beautiful countryside. Lastly, Mid Wales is in some way related to a healthy environment. Today, these factors are being used to actively market the area,

"The Heart of Wales a secret - just waiting to be shared. There is always a welcome, and an invitation to be let in on our best kept secret. A serene beautiful area, where every turn leads to further secret places, wonderful vistas and an unhurried pace of life.....Beautiful countryside beckons around every corner, from rugged upland scenery to peaceful villages. The invigorating air, as clear and clean as a glass of sparkling water acting as a tonic - an antidote to the pressures of today" (Heart of Wales promotional brochure, opening paragraphs, 1993).

Llandrindod Wells

The images portrayed through the topographical writing of the Mid Wales area as a whole were very separate from those of Llandrindod Wells, which had throughout the nineteenth century developed as a spa resort. Interestingly, although detached from the spa towns themselves, the images and descriptions of the area still related to the idea of a healthy environment with the use of language such as 'relaxing', 'uplifting', and 'invigorating'. Much of what has been written about Llandrindod Wells itself identifies it solely with the spa itself. As early as 1840 Nicholson described that:

"the salubrity of the air in this vicinity have ranked Llandrindod high among places of fashionable resort" (Nicholson, 1840, p755). The waters themselves claimed to treat many ailments, as Nicholson describes:

"This water has been very serviceable in many diseases, particularly in the scurvy and other eruptions; the hypochondriac malady, proceeding from a superabundance of the juices; in low fevers the leprosy, and in several species of the gravel. It should be drunk from about the middle of March to November. Bleeding is generally recommended previous to its use" (Nicholson's Cambrian Guide, 1840, p754).

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In Victorian times Llandrindod had been advertised as

"Llandrindod Wells. The famous spa of Central Wales. The splendid bracing air, and the saline, sulphur, magnesian and chalybeate waters are very efficacious in the treatment of gout, rheumatism, anaemia, neurasthenia, dyspepsia, diabetes and liver affections. Complete system of baths, dowsing, radiant heat bath, massage and nauheim treatment" (Victorian advertising sign for Llandrindod Wells).

By 1935 the town was advertised as:

"Llandrindod Wells Mid Wales. The ideal modern spa and health and holiday resort, and the best place for a healthy, happy holiday. Healing springs. Beautiful scenery. Pure mountain air. Healthy recreation" ('A Pictorial and Descriptive Guide to Llandrindod Wells and the Wye Valley', 1935, p2).

The emphasis had been taken away from the spa itself, and the projected image of Llandrindod Wells began to incorporate assets like beautiful scenery, pure mountain air and healthy recreation. A description of the town itself in the same guide illustrates this shift of emphasis:

"Llandrindod Wells, which has been described as the 'hygienic capital of Wales' stands pre-eminent among the inland health and pleasure resorts of the Principality. It stands on a plateau 700 feet above sea level, overlooking the charming valley of the Ithon, a tributary of the Wye, and around it rise the green Cambrian hills, not mighty peaks like Snowdon and Cader Idris, but loveable hills and glens - grassy and ferny hills that tempt the pedestrian and seem to cry aloud, even to the idlest lounge 'come climb our gentle breasts and breathe the pure air that circles our heads'.

As a resort, it was first brought into notice by its healing waters, and these continue to attract large numbers of visitors, but in recent years the town has grown in popularity as a holiday centre for those in no need of the waters, but who appreciate a place that is up to date and yet restful, with facilities for outdoor recreations of all kinds, and adequate provision for indoor entertainment" ('A Pictorial and Descriptive Guide to Llandrindod Wells and the Wye Valley, 1935, p3).

Here Llandrindod was described more in terms of its vantage point over the surrounding countryside than for the spas themselves. In fact, the spa seems to be dealt with more as an afterthought - it is stated that the waters were the reason Llandrindod Wells first came into focus as a destination, but implicit in that is the suggestion that by 1935 it played another role, perhaps as a centre from which to explore the surrounding countryside. It is interesting to

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"Llandrindod Wells - centrally situated in the Heart of Wales, and once heralded for its healing waters, is now a comfortable holiday centre. It was built to fulfil the Victorian's increasing demands for healing waters and today retains that air of genteel splendour so well portrayed by its annual Victorian Festival. The mineral waters are still available at the Rock Park Spa, and the lake is a most picturesque spot. The visitor centre welcomes you to share 'The Great Victorian Experience' (Heart of Wales promotional brochure, 1993).

Builth Wells

Builth, like Llandrindod, has been for the most part described in terms of its surroundings rather than the town itself. Thomas Roscoe in his 1854 account of his wanderings in South Wales wrote:

*"Builth, like Rhaiadyr and all other towns in such splendid scenery, is finely and picturesquely situated, and, seen from any of the surrounding heights, looks pretty enough itself; but on a nearer inspection, the streets prove narrow and zigzag, and contain but a few good houses. It is said by the chronicler Jones' to have derived its name, Built or Bualt 'from its having been woody or bosage land.' The Brecknockshire historian complains that the town 'from one end to the other is a continuation of shops and public houses' which he accounts for from the considerable tract of country that is to be supplied from this place, there being no market for fifteen miles round" (Roscoe, 1854, p86; * Jones' history of Brecknockshire Vol. ii).*

The landscape or scenery was also an important component of the description of Builth in

'Nicholson's Cambrian Travellers Guide' written fourteen years earlier in 1840:

"Notwithstanding the local imperfections of Builth, and its narrow and ill shaped streets, it has long been valued for the salubrity of its air, and the singular beauty of its position upon the banks of the finest river in South Wales. The magnificent scenery of the neighbourhood has induced many very respectable families to fix their residences in its vicinity" (Nicholson's Cambrian Traveller's Guide, 1840, p228).

Apart from describing it in the context of its surroundings, Builth seems to hold little interest

for travellers or writers, and has been described in a very similar way by many authors:

"Builth is on the Brecknockshire side of the six arched bridge over the Wye. It is a town of ancient history, and has been much mauled in sieges and fires" (Palmer, 1932, p277).

"Builth Wells, the Bu-allt of Welsh history is a market town noted for its cattle market and its medicinal waters...These modest springs, unlike most English

spas, are frequented by all classes of the community" (Wales: The Blue Guide, 1948, p168).

"Builth Wells (Llanfair ym Muallt) set where the Irfon joins the Wye, is an old world little town whose saline, chalybeate and sulphur waters have been popular since 1830" (Fraser, 1952, p363).

"Builth Wells or Builth, the Bu-allt of Welsh history is an old word town with a slightly decayed air, surrounded by moorlands. It was formerly noted for its cattle market and its medicinal waters" (Wales: The Blue Guide, 1969, p155).

Builth itself does not seem to have captured the imagination of topographical writers or of the authors and editors of guide books. The entries about the town are brief, and to the point, and on the whole seem unenticing to the reader. It appears that Builth was almost ignored as a suitable destination, and some descriptions even seem to be phrased so as to deter visitors:

"The town of Builth, though Edward I granted it a charter in 1278, does not appear to have ever been important, and in 1691 was destroyed by a disastrous fire" (Snell, 'The Celtic Borderland', p207).

"Builth Wells, though largely Georgian, need not detain you" (Edwards, 1959, p68).

Today, Builth has perhaps become more widely known for its Royal Welsh Agricultural Show than its spas, although interestingly in 1951 it does not even seem to have been recognised as the site for the show. The advertisement of the time read:

*"Wed, Thur and Fri, July 25th, 26th and 27th,
Royal Welsh Agricultural Show,
Llanelwedd Hall, near Llandrindod Wells"*

(advertisement in 'This Lovely Land of Wales', 1951)

Since then, Builth has grown enough in importance to be recognised as the site of the Royal Welsh, and is marketed as:

"Builth Wells - a busy market town, again centrally situated, with a lovely riverside walk and the Wyeside Arts Centre. The Royal Welsh showground is adjacent and is the venue for many conferences, meetings and events throughout the year. Builth Wells welcomes many visitors each year" (Heart of Wales promotional brochure, 1993).

Rhayader and Elan Valley

Once again, like Llandrindod and Builth, the town of Rhayader seems to have attracted the attention for its surroundings rather than itself, as one guidebook stated,

“the town has nothing of importance to attract attention” (Guide to the Valley of the Wye, p172). This also seems to have been the view of Thomas Roscoe on his 1854 travels:

“The town of Rhayader itself presents little to interest the traveller; it consists of two long straggling streets, crossing each other at right angles, with an old town hall in the centre. The situation is most enchanting, on a rising bank eastward of the Wye, surrounded by magnificent ranges of mountains, whose intervening valleys are rich in verdure and cultivation, watered by clear and rapid streams, and enlivened by scattered cottages” (Roscoe, 1854, p71).

It is the situation of Rhayader, rather than the town itself which seems to have made it a worthy subject for writing about - the town itself almost seems an anticlimax to its surroundings; the following description of the approach to Rhayader by H.V.Morton is given far more consideration than the town he eventually arrived at:

“We plunged again into the wilderness of hills. We sped round hairpin bends. We watched the clouds streaming over the shoulders of the hills and we travelled from rain to fine weather and into rain again. Gradually the country grew softer. We descended from the heights. We ran through the magnificent Wye Valley and came to a prim stone market town with a far away look about it. This was Rhayader” (Morton, 1932, p188).

As is the case of all the towns in the study area, the surrounding countryside keeps coming through as the most notable factor, the one which demands the most description, consideration and appreciation. In the case of Rhayader, the surrounding countryside was dominated by the Elan Valley. As early as 1840, fifty-two years before work on the construction of the reservoirs began, the Elan Valley, or Cwm Elan had already been discovered by travellers:

“This estate is called Cwm Elan, distant from Rhaiadyr 5 M, and is the summer residence of the proprietor. The approach to the house is over a handsome wooden bridge, leading to a fine verdant lawn, which stretches from the house and forms a curve with the River Elan, uniting a singular combination of natural and artificial beauties, of wild scenery and elegant ornament; a foaming river, rugged rocks, precipices and lofty mountains,

*contrasted with rich meadows, neat enclosures, and elegant buildings”
(Nicholson’s Cambrian Guide, 1840, p1140).*

One such traveller to visit the area was the poet Shelley, where he wrote
*“for wildest cadence pouring far, far amid the viewless glen beneath the Elan
roaring, ‘mid tangled woods and shapeless rocks with moonlight summits
soaring, it mingles its magic murmuring with the blast that floats away”
(Shelley, 1811, ‘Written at Cwm Elan’).*

The Elan Valley, was as much if not more appreciated after the construction of the reservoirs
as a 1935 Guide describes:

*“The drive through the valleys is very delightful, good roads having been
constructed alongside the reservoirs. Even before the formation of the great
artificial lakes, the romantic valley of Elan was one of the attractions of Mid
Wales, and had been described as one of the wonders of Radnorshire. Shelley
wrote of the scenery as ‘divine’. ‘Nature is here marked with the most
impressive characters of loveliness and grandeur, rocks piled on each other to
an immense height, and clouds intersecting them; in other places waterfalls
midst the umbrage of a thousand shadowy trees form the principal features of
the scenery’. If Shelley could now rewrite his description, it is fair to assume
that he would descant upon the scenery more rapturously than before. A
thousand acres of the hillsides have been planted by the Birmingham
Corporation, and the increased surface water also adds to the former charms
of the district” (‘A Pictorial and Descriptive Guide to Llandrindod Wells and
the Wye Valley’, 1935, p43).*

It is interesting that the man made reservoirs are seen as an improvement on the landscape,
which perhaps indicates the degree of veneration for industrial and scientific development that
still prevailed in the first half of the century. Man had created the reservoirs in the Elan

Valley, and in doing so had created a tourist destination, as a 1951 guidebook describes:

*“The lakes and reservoirs in the Elan Valley are of outstanding beauty and are
one of the popular touring sights of Wales. Providing water for the great city
of Birmingham the Elan Valley is naturally of great interest to our visitors from
the Midlands, who are amazed at the way in which man has so blended the
natural facilities with his essential needs that the result is almost an
improvement on nature” (‘This Lovely Land of Wales’, 1951, p171).*

An Overview

The images projected of the study area by topographical writers, the authors of guide books
and by marketing officials throughout time all seem to have placed more emphasis on the
countryside and its landscape than the urban places of the area. Early topographical writers

omitted the area altogether, and it was this anonymity of the area that was later hailed as one of its assets or attractions. The descriptions of the landscape of the area ignored the towns of Llandrindod Wells, Builth Wells and Rhayader, or were negative about them as urban centres or of architectural importance. The countryside itself on the whole seems to have generated some quite strong images which have in part been derived from a mystical quality which the area had from its relative inaccessibility. It is interesting, though that mankind's intrusion into the landscape and the building of the reservoirs of Elan Valley was acclaimed as an improvement upon the landscape, and upon nature itself.

The towns, however, have been given little attention either in topographical writing or guidebooks. Llandrindod Wells was given the most attention, but even this is not as great as might be expected when one considers it was once a thriving tourist destination. Much of the writing about Llandrindod Wells concentrates on the spas themselves, often detailing the treatments available and the benefits that might be gained from taking them. However, the descriptions of Llandrindod, as well as Builth and Rhayader rely on the surrounding countryside, and it is often their situation that is commented on rather than the towns themselves, a preference for rural over urban. It appears that despite the development of the spas in the area, the countryside has given rise to much stronger projected images, and it is these images which are interpreted to become the expected place.

The images of Mid Wales which are today used as a marketing tool rely almost exclusively on the countryside of the area rather than the towns. Llandrindod Wells stills uses the spa as a focus, although it is an historical context, and the whole town is marketed as a 'Victorian experience'. Considering the interest of the local authorities in revitalising the spas and creating a health tourism product, current use of the spas seems to have little or no impact on the projected place image of Mid Wales.

Chapter 5: The Perceived Place The Methodology

“If the doors of perception were cleansed, everything would appear to man as
it is, infinite.”

William Blake ‘The Marriage of Heaven and Hell’ (1790-3)
‘A Memorable Feast’

The Research Strategy

The literature review highlighted the need for a more integrated approach to the study of place or landscape perception. Little work had been conducted to integrate sense of place or place perceptions with subsequent impacts on the economic future of the 'place' - this idea was re-iterated in the literature on landscape perception. Zube et al (1982) referred to the need to incorporate the idea that 'landscapes call forth actions' into landscape perception research. What the researcher believed was missing from previous research was an evaluation of the way in which perceptions are channelled back into 'place' with the potential of affecting its future development. This she felt was due to the isolated nature of individual components of place and landscape research. Agnew and Duncan (1989) emphasised that 'place' is usually considered in terms of one of three elements - locale, location and sense of place, with little attempt to link these elements. Likewise, landscape perception research seemed to concentrate on the collation of perceptual information and cross-cultural differences in it, without suggesting how this information may link back into the environment.

In a first step towards achieving this integrated approach to place perception, the researcher suggested that place is composed of three components: the expectation - prior knowledge through word of mouth, marketing, literature, memories; the real - physical characteristics, demographics, employment, and the perceived - the interpretation of the first two. The 'expectation' of place, and the 'real' place have been briefly described in the previous sections. As this research is concerned with the way in which place perceptions potentially influence the future form of economic development in Mid Wales, the strategy examines place images of Mid Wales. Although the researcher suggested that the perceived place is created by the *interpretation* of the expected and real places, the literature suggested that this perceptual process occurs *through a series of filters* such as role of observer, familiarity, socio-economic status and the usual environment of the observer which affect the resulting *perceived* place.

The first stage in the research strategy was an attempt to capture the place perceptions of residents of and visitors to Mid Wales which took into account differences that might occur due to these factors.

Secondary Data Analysis

The research methodology also required the collection and analysis of secondary data. Secondary data is often used as a methodological tool in the social sciences - Frankfort-Nachmias and Nachmias (1992) suggest several advantages to its use. First, it can add credibility to the research by validating results, second, it enables longitudinal research by comparing primary data with earlier data. Third, it may improve measurement by giving the researcher new insights, fourth, they suggest that by using secondary data it is possible to increase sample size, its representativeness, and the number of observations that could lead to more encompassing generalisations. Fifth, secondary data can be used for triangulation by increasing the credibility of research findings obtained with primary data.

Here, secondary data was collected and analysed in order to build up a picture of the economic, social and physical development of the study area in terms of both 'expected' and 'real' places, and to check the representativeness of the sample populations of both residents and visitors as they compared to overall statistics for the Mid Wales area.

In order to build up a picture of the expected place, the researcher examined a range of contemporary and historical textual information in the form of documents which described or promoted Mid Wales. These ranged from contemporary guide books or information sheets to pieces of topographical writing. These documents were used for their description in order to build up a picture of both the contemporary and historical image of Mid Wales.

The 'real' place was earlier described as physical characteristics, demographics and employment, and in this case secondary data was used to describe the current physical, social and economic characteristics of the study area. The physical characteristics were described

from a study of maps of the area (Ordnance Survey Landranger Series), and from landscape descriptions obtained from the Countryside Council for Wales. The Censuses of Population and Employment were analysed to show the current population and employment structure as well as illustrating changes that have occurred in the area over the last thirty years. This data was supplemented by the use of findings from previous surveys which had been commissioned by the Development Board for Rural Wales, and Mid Wales Tourism which described the changing social and economic structure of the area.

Secondary data was also used to check the representativeness of the sample populations of both residents and visitors as they compared with overall statistics for the Mid Wales area. For the visitor survey, the researcher's sample was compared with Wales Tourist Board statistics on Mid Wales (based on the United Kingdom Tourist Survey, the International Passenger Survey and their own surveys) in terms of age, sex, occupation, mode of transport, length of stay and region of origin. For residents, the researcher's sample was compared with the 1991 Census of Population in terms of age and sex, and with the Census of Employment for occupation.

Methods of Data Collection

The researcher needed to find the most appropriate ways of collecting data which would enable her to build up a picture of the perceived places of both residents of and visitors to Mid Wales. In her review of the literature, the researcher discovered several studies which collected individual or group landscape perceptions of different areas. Many such landscape perception studies (e.g Fenton 1988, Orland 1988, Kyushik 1994) relied on simulated scenes, whether it be through the medium of film, photographs or computer generated imagery. However, as Lowenthal (1972) pointed out, little is known about how responses to *simulated* environments differ from responses to, and behaviour in *real* environments. Furthermore, such studies tend to focus on responses to a particular point in space and time, rather than investigating a wider perception of place which has been gained during the length of a visit or a period of residency, and over a wider geographic area such as Mid Wales as a whole.

The need for the use of simulated environments was also felt by the researcher to be redundant when respondents could be interviewed in situ. Appleyard, Lynch and Myer (1967) did however approach the problem by gathering this perceptual information in situ; tape recordings, films, photographs and sketches were used to record researchers' observations (both driver and passenger) of stretches of expressways approaching New York, Hartford, Boston and Philadelphia. Although gathering the perceptual information as it happened, the method of data collection used does seem to rely on the individual abilities of the observer - differences in perception could subsequently arise through variations in drawing or descriptive abilities. Furthermore, once again these methods of data collection did not seem suitable for gaining perceptions of an area on the scale of Mid Wales or for building up a picture of place perceptions which had been developing over a period of time.

Observational techniques were another possibility which would potentially allow the description of behaviour as it occurred in the natural setting. Observation would reduce any artificiality introduced in the data collection by simulated environments or interaction with the researcher. It can also reduce differences in response which might arise through variations in verbal skills between individuals in terms of their ability to articulate.

However, whilst observation may be a suitable method for studying small groups in a limited area, it would be a difficult method to use when attempting to gather perceptual information which has been accumulated as part of the experiential process of being a resident or visitor. Such place perceptions have been developed over a period of time, and throughout variable spatial dimensions - conducting an observational study on this scale would certainly be impractical, and probably impossible. In addition, the observational process, whilst gaining information on the interaction between person and place *in situ*, may fail to draw out place perceptions which may not be apparent in behavioural patterns, necessitating some degree of contact with the individual.

A more intense face to face contact seemed to be important in order to draw out place perceptions of residents and visitors. One possible point of contact could be a group

discussion. However, the researcher felt that not only would this method bias responses towards those who are more articulate in a group situation, but also the degree to which a minority of respondents might influence another in a group discussion would make it difficult to examine differences in perception which potentially arise through factors such as socio-economic status, familiarity and usual environment which Zube (1993) stressed as important.

The researcher concluded that some form of survey research would provide the most suitable method by which information on individual place perceptions could be gathered. The main problem in the use of survey research methods was felt to be the potential varying abilities between individuals to express themselves verbally, or in writing. As Lowenthal (1972) pointed out, questionnaires or interviews rely heavily on images of environment filtered through language which differs in structure and vocabulary from culture to culture, class to class and person to person. This meant that any form of survey would have to be structured carefully so as to take into account attitudes as well as descriptions. Having said this, Kroh and Gimblett (1992) believed that "verbal responses can contribute dynamic contextual information which may be used to define important elements of preference." The researcher also believed that the use of description could only act to enrich attitudinal information. Therefore, a survey or discussion would need to be developed so that its basic aim in capturing place perceptions could be achieved without the necessary reliance on descriptive abilities, but in such a way that would allow description should the respondent wish to use it.

The researcher was then left to decide as to which form of survey would be most suitable. As the researcher was to be conducting two main phases of data collection - visitors and residents, it was quite possible that more than one method would be used. The researcher therefore began by considering suitable methods for conducting the first phase of data collection - the visitor survey.

The Visitor Survey

Introduction

It was necessary to consider how those visiting the area could be included in primary data collection. As it was impracticable to gain information prior to their visit, and it was doubtful whether any personal information could be collected after their departure, this limited possible methods. A mail questionnaire was ruled out as it seemed impossible to follow up visitors. On-site surveys seemed less problematic. There were at least two ways they might be used: self completion questionnaires could be left at various sites such as hotels, Tourist Information Centres and attractions, and then returned to the researcher. Alternatively, the survey could be conducted in person in the form of a questionnaire at a visitor attraction, hotel or on the street. The latter method seemed to be the more preferable for several reasons - the sampling process could be controlled on site if necessary, as could the actual respondent (for example, whether the characteristics of the respondents matched what they had specified on the questionnaire in terms of age and gender); this process would also be expected to yield a higher response rate than an unsupervised questionnaire. Having decided on the street questionnaire as a suitable method for the visitor survey, the form of questionnaire needed to be ascertained - this was achieved through the piloting process.

The Topics for Study

Before any piloting process could occur, it was of course necessary to first outline the topics which it was felt were vital to gain information on to enable the development of place perceptions of visitors to Mid Wales. Some way had to be found of accessing these perceptions. The landscape perception studies described in the literature review relied on respondents' descriptions of landscape, and the researcher felt that although it was flawed, this was the best available method of accessing perceptions - by describing them. The next problem was to decide which components of place perception should respondents be asked to describe, and which could be justifiably omitted. Place itself is a complex construction, and as such, place perceptions may include a myriad of components such as people, relationships, accommodation - the study and evaluation of all these components was too

wide. But as the research area has a bias towards one particular part of place perception, the interaction between perceptions of landscape or environment, and economy, it seemed that this was the core of the descriptors. The way in which respondents described the landscape and economy comprised two out of four topics of the survey ; the third topic comprised variables which have been thought by various authors to influence the way in which landscapes are perceived; and the fourth topic of questions was concerned with the personal characteristics of respondents, to help to determine the extent they formed a representative sample of the usual (as described by the Wales Tourist Board) visiting population.

For the topic landscape it was felt that there were several factors which helped to highlight the way in which landscape is perceived. First - asking respondents why they choose the area as a destination would give some insight into what they felt the area had to offer, and what they had identified the area with when making their decision to visit. Second, trying to discover what respondents feel is the main asset of the area? Third, asking people to describe the landscape of the area - what do they choose as a verbal representation of the landscape? Fourth, how do they view 'nature', and how do they relate what they identify as nature to Mid Wales?

Perceptions of landscape are also really a part of the second topic area - the economy. Apart from asking respondents what they felt were the most suitable forms of economic development for the area, and trying to find out whether health tourism was perceived to be part of the present or future economy of the area, the researcher also believed it was necessary to attempt to integrate landscape and economy. Subsequently, it was felt that several questions should find out how visitors perceived the economy in relation to the landscape.

The third group of questions were aimed at developing variables which have been suggested to alter landscape perceptions, such as familiarity (Rowse 1986, Appleyard, Lynch and Myer 1967), the role of the observer (Greider and Garkovich 1994, Kyushik 1994, Craik

1986), socio-economic status (Zube 1992, Tuan 1974), usual environment (Zube 1992) - (for the visitor two types of 'usual' environments were identified, home area and usual type of holiday destination), and lastly, weather (Lowenthal 1978). In addition, age and gender were also felt to be parameters which may influence perception. Again, in many cases these parameters also comprised part of the fourth group - questions which would help ascertain whether the researcher's sample was representative of the usual visiting population - these were factors such as purpose of visit, socio-economic status, method of transport, age and gender.

These topics were then incorporated into a questionnaire using a format requiring face to face interviewing.

The Pilot Study

Through a process of elimination, the researcher had decided that a street survey would be the most appropriate method for collecting information on visitor perceptions of Mid Wales. She had also, by this stage, decided upon the main topic areas to be included in a survey, which she hoped would together build up a picture of visitor place perceptions of Mid Wales. The main problem was turning these topics into a set of questions which were understandable and answerable in a questionnaire, and yet would provide the researcher with sufficient and useful information. Thirty-three questions were subsequently composed to draw out the way in which Mid Wales is perceived. The questions themselves were based on two formats. First, open-ended questions which allowed a free response; second, for some of the questions, response cards containing a range of answers were drawn up, to be presented to respondents who would then be requested to choose an answer from the list. These questions were subsequently compiled into a questionnaire for piloting (see Appendix 1).

The questionnaire then needed to be piloted to a group of respondents who were as similar as possible to those in the main inquiry. The main characteristic of these respondents was (obviously) that they would be visitors to Mid Wales. The researcher decided to conduct the

pilot study in Aberystwyth like Llandrindod Wells and Builth Wells, Aberystwyth developed as a Victorian tourist destination, but as a seaside resort rather than a spa town. The questionnaire was piloted one weekend in May 1994. From an initial investigation of the town centre of Aberystwyth, the promenade was chosen as the best location for conducting the survey - not only did it seem to attract a substantial flow of people, but in addition, the researcher felt that potential respondents were more likely to feel at leisure to take part in the survey here, than in a shopping area. Passers by were stopped on a 'next person to pass' basis, and asked if they were visitors to the area. If they were, they were asked if they would be willing to take part in the survey.

Three major points were distinguished to test within the pilot study - the content of the questions, the format of the questions, and the timing of the questionnaire. In addition to testing these factors, however, the researcher also developed an awareness of the reluctance of many visitors to take part in a survey. Allied to this were obvious 'steer clear' tactics of many individuals to avoid being approached by the researcher in the first place. This experience was to prepare the researcher for interaction with visitors when conducting the main survey later that summer.

Of those passers by who were approached, only ten consented to take part in the survey. Out of these ten respondents, only six wholly completed the questionnaire. No real problems were observed with the actual content or wording of questions. For the most part, the subject area appeared to generate a wealth of discussion, and gave rise to some very thought provoking and descriptive responses. A major problem was, however, observed with regard to the timing of the questionnaire delivery. Some respondents were lost along the way as it became obvious that many of them became impatient or had lost interest early in the questioning. Those surveys which did last to their conclusion took about half an hour, with one taking three quarters of an hour. This was identified as being far too long for a street questionnaire. In part, the problem of the length of the questionnaire was attributed to the use of so many open ended questions which encouraged respondents to talk at length about a

particular topic or question which they felt strongly about. Whilst this method of questioning gathered some very useful information, it was felt to be very impractical for use in a street questionnaire.

A strategic problem remained with regard to the visitor data collection - on the one hand whilst the researcher wished to target a wide range of respondents in order to gain as wide ranging and variable information as would be likely to occur amongst visitors to Mid Wales, the information that had developed as a result of the open ended questioning technique had the potential to add great depth and understanding to the research. Consequently, the need to use more than one data collection method in order to gain the required visitor information became apparent. The use of more than one form of data collection method has been advocated by those who argue that research findings can be affected by the exact nature of the method used, and as such the results gained are a response to the method rather than the inquiry (Frankfort-Nachmias and Nachmias, 1992). The researcher therefore decided to adopt a research approach which has been termed 'triangulation' - the use of two or more methods of data collection to test hypotheses and measure variables. This process would involve much shorter, precise street questionnaires to be interpreted in conjunction with a limited number of extended interviews. These interviews would be based on the open ended questions presented in the pilot survey, whilst it was decided to attempt to construct a street questionnaire which incorporated the same issues in a much simplified format.

Further Pilot Work

Apart from indicating the need for a different approach to the visitor data collection process, the pilot study also highlighted the need for further pilot work. A number of topics had been highlighted as the basis of the inquiry which had been formulated into a series of open ended questions. The pilot survey, had, however, indicated that such open ended questions were not suitable for a street level survey. Consequently, the researcher needed to transform the majority of these questions into a closed ended format. In order to achieve this, it was necessary to build up a set of answers to offer respondents. Much of this information, such

as categories for purpose of visit, health tourism, asset, economic activities, mode of transport was already available by its incorporation in documentation or previous surveys, and is discussed later. However, it was difficult to find a prescribed set of words which could be used to describe the landscape.

The researcher felt that the best method of achieving a list of landscape descriptors was to conduct a preliminary survey. Here, the method of pilot work was borrowed from Goodey's (1986) exercise on students who were made to focus on places where they were at peace, and places where they were frightened and asked to describe them. The survey was conducted as a street survey in Llanelli, South Wales. Passers by were stopped and asked to take part in the survey, until a total of one hundred individuals had consented. These individuals were asked to focus on three different types of landscape, and to subsequently give one word to describe each. The responses were considerably varied (see Appendix 2), and the eighteen words which were subsequently incorporated into the questionnaire, were those which had a frequency of more than one.

The Visitor Questionnaire Construction

Ease of response and speed of delivery were two vital elements to consider with regard to the design of the street questionnaire. It needed to be short and precise - allowing the necessary information to be collected without losing either the attention or the patience of the respondent. The pilot study had shown that anything over about ten minutes was unrealistic, and even by this length of time some respondents were showing outward signs of losing patience. As a result it was decided to try and construct a questionnaire which would take an average of five minutes to complete. Four different topic areas had been highlighted for the questions - the landscape of Mid Wales, the economy of Mid Wales, variables thought to influence the way in which landscapes are perceived, personal characteristics of the respondents. These four topics could be divided into two forms of questions - variables thought to influence the way in which landscapes are perceived, and personal characteristics of respondents could be grouped as factual questions - designed to elicit more objective

information from respondents regarding their background to provide information by which respondents may be classified, and subsequently help explain differences in behaviour and attitudes. Questions relating to the landscape and economy of Mid Wales, however, are questions about subjective experiences - how respondents feel about Mid Wales, how they perceive its landscape, and how they envisage the economy developing in relation to the landscape - this form of question, more than factual questions needs to be carefully structured in order to extract respondents attitudes in the shortest possible time.

For the street questionnaire as a whole, twenty-six questions were identified which utilised a variety of formats. The factual questions required specific details, which with the exception of home town and occupation were closed ended questions. For these a set of responses were presented on a response card - the use of response cards had proven an efficient method of questioning in the pilot survey, and was felt for a street survey, to be preferable to open-ended questioning. In addition, it was felt that the presentation of categories in certain personal questions such as age would give rise to more accurate answers than direct questioning. Occupation and home town were, however, open ended questions left for the researcher to subsequently classify. The researcher felt that this would minimise discrepancies arising out of the respondents' abilities to place themselves within a particular socio-economic or regional grouping.

For questions about subjective experiences, two main question formats were used. For questions demanding that one or two factors be chosen, such as asset, description of landscape or forms of economic development, respondents were again offered a response card. The use of these cards not only meant greater clarity and speed in delivering the questionnaire, and easier comparative analysis, but also helped give direction to some of the questions. It could of course be argued that the use of response cards can to some extent introduce bias, by leading the respondent according to the order of responses on the card, forcing the respondent to choose from the prescribed answers, or leading the respondent to choose alternatives that might not have otherwise come to mind. However, given the brevity

of time that a street questionnaire demands, many open ended questions were deemed not only impractical, but in addition, although they give the respondent the opportunity for a free response, they would also be testing the respondent's on site memory and ability to react quickly in a given situation. It was felt that open ended questions asked by a stranger in a five minute interview situation would potentially generate answers that were affected by external factors such as memory, time available to the respondent, and the extent to which the respondent felt at ease with the researcher. It was hoped that by presenting the respondent with a prescribed set of answers, a more considered response would result.

Apart from questions which demanded the choice of one or two factors were those questions aimed at directly targeting the attitudes of respondents. An individual may possess strong attitudes about a particular subject such as landscape protection versus economic development debate, but these attitudes are often only conveyed when the individual encounters the issue directly, or responds to stimulus. This stimulus can take the form of a statement on which the respondent is required to make a judgement. In this circumstance a rating scale is used; respondents were asked to make a judgement of six statements and rate them according to whether they strongly disagreed, disagreed, didn't know/ were unsure, agreed or strongly agreed - these response categories are termed quantifiers as they reflect the intensity of the particular judgement involved. These six statements were then arranged in a matrix form which made for ease of recording.

Some questions, however, can never conform to a list of set answers. The concept of nature has long been linked to cultural and economic change, and the way in which individuals view the interaction between landscape and economy on a local scale may be seated in general beliefs about what nature is. The researcher therefore also undertook to examine what the respondents believed nature to be. It was, however, felt that to present a list of suggested definitions would be futile. The literature review has suggested that nature changes its meaning in time and space, and is different for different cultures, social groups, genders and individuals. Consequently, it was decided that to ask the open question 'when you think of

nature what images come to mind?' would provide the research with more eclectic, but personal views of nature. Likewise, respondents were asked to describe the overall weather for their visit. This question was included to attempt to gauge through descriptive responses, whether weather could have any potential influence in the individual's perception of the area, and if so, to what extent.

The Questions

The final version of the visitor street questionnaire, with the sequence of questions, and an explanation of each is presented below (also see Appendix 3):

1. Please look at card A; what is the main purpose of your visit?

This question was intended to provide some profile information on the respondents, which could subsequently be used to ascertain the representativeness of the sample based on visitor information for Mid Wales as a whole. Here respondents were asked to choose one option in order to find out the main purpose of their visit. Although it is accepted that a visit may incorporate two or more of these options - the researcher wanted to find out which had been the primary motivation for visiting the area. Card A contained the following options:

Leisure, business, overnight stop, visiting friends/ family

2. Please look at card B; what was your prime reason for choosing Mid Wales?

This question was basically intended to examine the importance of landscape in governing respondents choice for visiting Mid Wales, but it also gave some insight into what other factors may be important in the visitor's choice of destination. Landscape throughout the data collection was taken to be whatever the individual believed it to be. The literature had showed how landscape, and nature as concepts differ for each individual, and consequently the researcher felt that she should not constrain the response of an individual by imposing her construct of landscape upon him or her. However, although asking respondents to answer in terms of their idea of landscape, the researcher did not ask them to define what they meant by landscape. It was felt that this would only act to confuse the study - it would be impossible to categorise individual definitions of landscape, and then relate them to each

aspect of the research. Card B contained the following choices: landscape, heritage, good base for sightseeing, particular attraction/ festival, sport/ activity, other.

3. *Have you visited this area before?*

This was an attempt to gain some idea of respondents' familiarity with Mid Wales, and required a simple yes/ no response.

4. *Please look at Card C; what would you say is the area's greatest asset?*

This was aimed at forming part of the picture which comprised visitor perceptions of Mid Wales. Again the respondents were asked to choose one option in order to find out what they felt was the greatest asset. Respondents were therefore made to focus on which single attribute they felt most important. Asking respondents for their second, third or fourth choices of assets was felt would only complicate the inquiry, and would not generate any further necessary information. Twelve options were listed as follows: sense of history, close to nature, relaxation, escaping from it all' sports/ leisure facilities, central location for touring, countryside walks, healthy environment, good tourist facilities, climate, local culture, entertainment facilities. These were loosely based on the results of a 1985 survey by the Wales Tourist Board, 'Attitudes to Wales as a Tourist Destination' which investigated the positive and negative aspects of the country as perceived by visitors. The positive aspects identified in the study were relaxed atmosphere; sense of peace; opportunity to get away from the pressures of life; good scope for walking; outdoor pursuits and sports; range of things to do; variety of attractions and sense of history; fresh air; health and wholesomeness. The negative aspects highlighted were - unreliability of the weather; greyness and coldness of the Welsh environment; over familiarity and boredom with the country; lack of affordable accommodation; perceived lack of evening entertainment; reserved nature of the Welsh people and the perception they may be unfriendly.

5. *Would you recommend the area as a holiday destination?*

Again, this question was intended to help build up a picture of how visitors perceive Mid Wales.

6. *Please look at Card D; which type of holiday do you prefer?*

7. *What is your favourite holiday destination?*

These questions were intended to gain visitor information, and look at Mid Wales as a destination in the context of the respondents' usual preferred destination. The choices offered on card D were foreign beach holiday; British beach holiday; activity holiday; British sightseeing holiday; foreign sightseeing holiday; British touring holiday; foreign touring holiday; river/ canal based holiday; yachting; cruising; theme park based holiday; countryside based/ camping; health and fitness holiday.

Attempts are being made in the Mid Wales area to revitalise the Victorian spas and create a health tourism product. The researcher wanted to examine whether health tourism formed part of the perceived place of Mid Wales, and questions 8-10 dealt with this issue.

8. *Please look at Card E; what do you understand by the term Health Tourism?*

The definitions presented to respondents were derived from a meeting between the researcher, and representatives of Touche Ross and the Tourism Society in December 1993, when definitions of health tourism were being discussed in relation to the proposed production of a series of papers on health tourism. The definitions were; activity holidays; health farms; hotels with leisure clubs; health spas; seaside; travel related to medical treatment, or don't know.

9. *Have you ever visited a spa for health or leisure purposes?*

10. *Would you consider visiting a spa for health or leisure?*

11. *Please look at card F; choose two economic activities you feel best suit Mid Wales?*

This question looked at the respondents' perceptions of the economy of Mid Wales - a selection of primary, secondary and tertiary industries were chosen, which would for the purposes of the research contain at least one form of tourism activity. Rather than present the industries in standard industrial classification format, the industries were described in simple terms, as follows: heavy industry, light manufacturing, heritage tourism, office development, chemical industry, health and leisure related tourism, retail development, product research and development, hi-tech industry, agriculture/ forestry/ fishing, extractive industries.

12 Please look at Card G; choose two words you think best describe the landscape of Mid Wales.

Respondents were shown a prescribed list of words from which to choose two words that they felt best described the landscape. This was again an attempt at examining respondents' perceptions of the area. Card G contained eighteen words which could be used to describe landscape. As described in the section on pilot work, these words had been chosen by conducting a preliminary study in South Wales whereby one hundred people were asked to think of three different types of landscape, and give one word to describe each. The eighteen words chosen were those which had occurred more than once in the preliminary study.

13. Overall, what has the weather been like for your visit?

This question was included in order for the researcher to have the potential to examine whether there is any relationship between experiences of weather and perception of an area, as suggested by Lowenthal (1978).

Questions 14-19 were issue based, and were designed to provoke an attitudinal response from the respondents. The questions were arranged as a Likert scale, and respondents were asked whether they strongly agreed, agreed, didn't know/ unsure, disagreed or strongly disagreed with the statement. The questions themselves relate to perceptions of the environment, and attitudes towards the debate of development versus protection in the area:

- 14 *There is no such thing as unspoilt nature*
- 15 *Preserving the environment is a luxury when jobs need to be created*
- 16 *Areas of landscape beauty are a resource that should be drawn upon by tourism*
- 17 *New forms of employment in rural areas should be landscape related*
- 18 *Everyone needs to be surrounded by nature once in a while*
- 19 *Differences in the weather affect the way I feel about the place*

20 *When you think of nature, what images come to mind?*

This was an open ended question aimed at gathering information on the way in which nature is perceived, or what it can mean to different people, as a component of the environment.

Questions 21-26 asked for details of personal characteristics in order to provide a respondent profile, and in addition as an analytical tool.

- 21 *How long is your visit?*
- 22 *Please look at Card I; what was your method of transport to Mid Wales?*
(car, bus/ coach, train, motor-cycle, bicycle, on foot, camper van, other)
- 23 *What is your home town/ city*
- 24 *What is your occupation?*
- 25 *Please look at card J; what age category do you fit into?*
(under 18, 18-25, 26-30, 31-40, 41-50, 51-60, 61-70, 70+)

Originally, the researcher decided upon these age categories because she felt the decade rather than the mid point traditionally marked a period when individuals are believed to re-assess themselves and their environment - a person's thirtieth, fortieth, fiftieth etc. birthdays are usually seen as the end of one era and the beginning of the next. The researcher therefore felt it was at these points rather than at mid decade points when changes in perception would be most marked. However, she was later to discover that this caused a problem in the comparison of her visitor sample with the Wales Tourist Board sample which used the mid point categories.

26 *Sex -male or female*

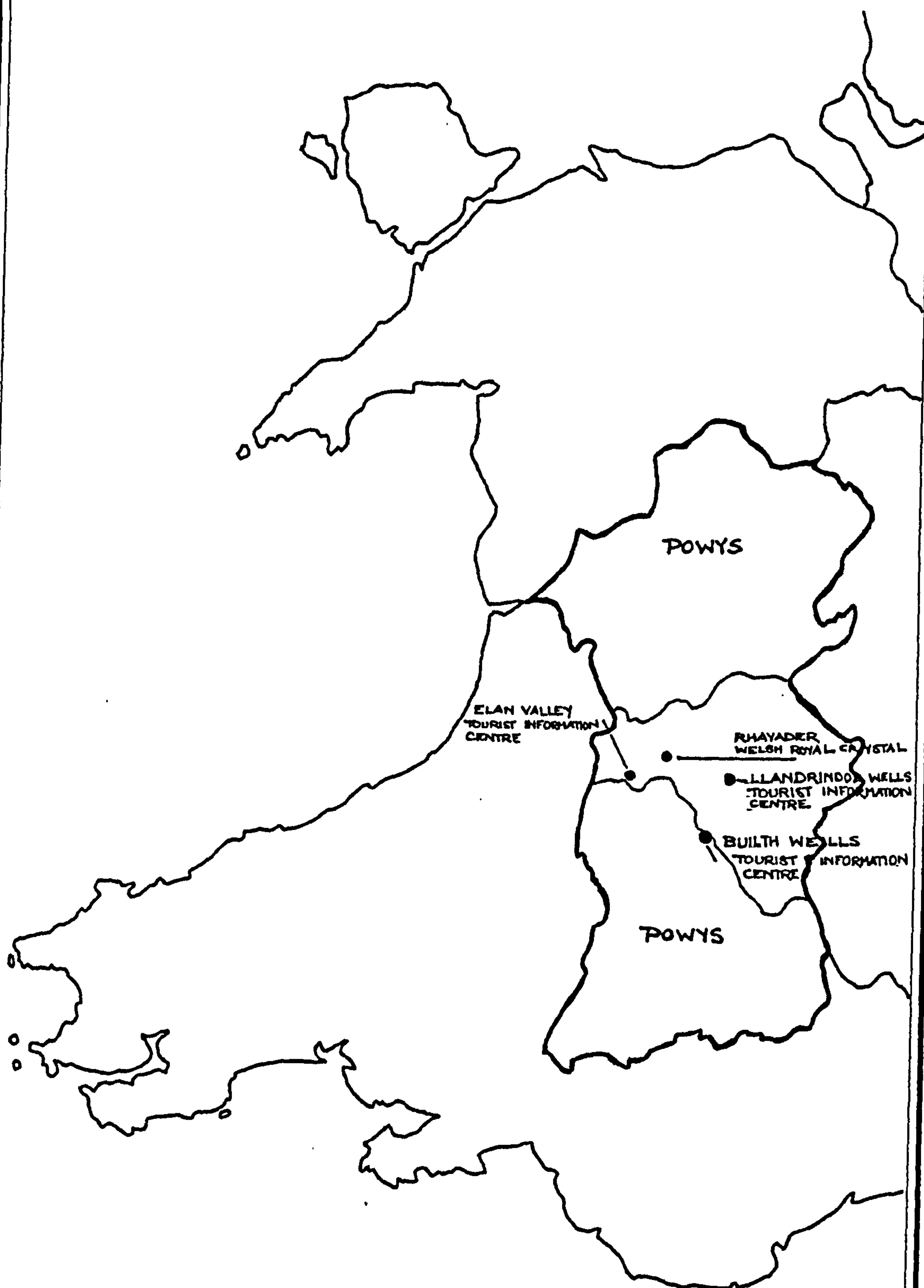
The Street Questionnaire Delivery

Street questionnaires were chosen as the method of data collection most likely to give some overall view of visitors' perception of landscape and economy in Mid Wales. The questionnaires formed half of the methodology which collected information about visitor perceptions of Mid Wales - the researcher also conducted a small number of in-depth interviews which expanded on the topics introduced in the street questionnaires.

Due to the difficulties involved in targeting a representative visiting population in terms of location and timing, face to face interviews were chosen as being the most appropriate method of questionnaire delivery, and the one most likely to yield the highest response rates. The questionnaire was constructed so as to take an average of five minutes to complete, as observations from the pilot study had indicated restlessness among respondents after the five minute mark had been exceeded. The questionnaire offered twenty-six questions ranging from standard personal characteristics and purpose of visit questions to interest in health tourism/ spas, the economy and landscape of Mid Wales specifically, and then progressed to more general questions on ideas of nature and landscape versus economy issues.

As was described in the 'real' place, the study area encompasses the area of Radnorshire and north Brecknock which is associated with the spa towns. For this part of the data collection, it was necessary to pinpoint a series of sites where the street interviews could be conducted. Given limited resources and time (both forms of visitor survey were to be conducted in the main summer tourist season), it was essential to choose a small number of main tourist sites each to be visited a certain number of times during the data collection period. Three sites were chosen - the Rhayader/ Elan valley area, Llandrindod Wells and Builth Wells. Apart from being the main centres of population in the area, they are also centred around the intersection of two major routes which run through Mid Wales (see Figure 5) - running roughly north-west to south-east, the A470, and running roughly north-east to south-west, the A483. It was anticipated that the main flows of visitors through Mid Wales would then be 'captured' as they stopped off at one of the main centres.

Figure 5: Map Illustrating the Visitor Survey Sites



Having decided upon the general areas where the street surveys could be conducted, it then became necessary to pinpoint specific sites. As it was important to try and not target any one type of visitor over another, it was decided that rather than conduct the survey at any particular tourist attraction, to instead conduct it at the Tourist Information Centres (TICs) as it was hoped that this would attract a range of different visitors. It was recognised that it is not possible to totally eliminate bias, as some groups of visitors, such as regular visitors, may choose not to visit the TIC. However, it was anticipated that the TIC would provide as much of a range of visitors as was possible to obtain within the scale of the research.

Four Tourist Information Centres were located within the study area. Llandrindod Wells, Builth Wells, Rhayader and Elan Valley. Unfortunately, here the researcher ran into difficulty. Whilst permission to conduct the surveys outside the TICs at Llandrindod Wells, Builth Wells and Elan Valley was easily obtained, at Rhayader there was a problem. Here, the Tourist Information Centre was housed within the leisure centre complex, and the managers of the latter refused to grant permission for conducting on or outside their premises. As it was felt important not to omit Rhayader from the visitor survey, and there seemed to be no suitable central area for conducting a street survey, here the researcher decided to conduct this part of the survey at a visitor attraction, the Welsh Royal Crystal factory and Visitor Centre (located in the centre of Rhayader) which gave permission for conducting the survey at the Visitor Centre (the close proximity of Rhayader to Elan Valley meant that they were treated as being one site to prevent possible duplication of visitors in one day).

The research was conducted in the summer of 1994, and ran from 20th June to 10th September - a total of twelve weeks within the main summer season. Each week two days were devoted to the street survey, making a total twenty-four survey days, eight each at the three sites. The survey days during the week were varied as much as was feasible, although this was to a certain extent constrained by the in depth interviews which were conducted at the same time. As is described in the next section of this chapter, the in-depth interviews

with visitors were conducted within hotels, and the researcher was subsequently constrained to interviewing on days that were agreeable to the hotel management. A ratio of 2:1 weekday:weekend survey days was adopted to give eight out of twenty-four weekend survey days.

Rather than keep a constant quota of completed questionnaires from day to day, it was decided to take time samples - keeping the survey time constant each day would hopefully provide a cross section of visitors as flows would be expected to vary from place to place, day to day, through changes in weather, and throughout the season. Therefore each survey day ran from 10am to 3pm with a half an hour lunch break usually taken from 12.30 -1pm (allowing for lunch time closing of TICs). A conscious effort was made not to target sites which had an unusual influx of visitors over a limited period of time, for example during the Builth Wells Royal Welsh Show or Llandrindod Wells Victorian Festival, as it was felt that at these times visitors to the particular attractions would be over represented.

Structuring the survey days itself formed part of the sampling frame; within each time slot allocated to the street survey, convenience sampling was used - individuals were approached on a next person to pass basis. They were asked if they were visiting the area, and if so, would they be willing to take part in a five minute survey. All those who agreed to take part in the survey were included in the overall sample of the visiting population. This process of approaching the next person to pass was conducted each survey day from 10am to 3pm. The street level survey was conducted by the researcher plus only one voluntary assistant during the twelve week period - this unfortunately limited the speed and volume of data collection. The number of questionnaires completed from day to day varied greatly, which was not only a response to varying volumes of visitors, but was also affected by the density of flows of visitors. A steady, but slow flow of visitors throughout the day would generate more completed questionnaires than a large flow of visitors at one time.

The Survey Process

On the whole, the actual process of conducting the street questionnaire went quite smoothly. For the most part, the visitors that were approached were quite agreeable to take part in the survey, and some even showed an interest in the research itself. The process of approaching passers by became much easier after the first couple of survey days as the researcher gained confidence and began to learn the best ways of requesting the co-operation of visitors and sustaining that co-operation during the questionnaire delivery. After the pilot study, the researcher had been prepared for non response, however, in the main survey, at the end of the survey period 416 questionnaires were completed, with only 31 visitors refusing to take part in the survey. There seemed to be quite a high level of interest in the research among respondents; there were, however, a few respondents who took the opportunity to insult the researcher (fortunately these were a very small minority), or to use the survey as a chance to air some other views they had - one respondent voiced concern over the paucity of Little Chefs in Mid Wales, whilst another two respondents requested that all place names be changed to English.

The number of completed questionnaires varied considerably from day to day - often in one hour it was possible that only one visitor would pass by, whilst at another time ten potential visitors would pass in five minutes. Apart from varying on a daily basis, the flows of visitors also seemed to reduce considerably by the end of the survey period, and the number of daily completed questionnaires tapered off dramatically. Overall, apart from being the first phase of data collection, the implementation of the street questionnaire was a learning experience in time management, communication and people management.

The Visitor Interviews

The pilot of the visitor survey had led the researcher to adopt a process of triangulation in order to gain visitor information. This process involved the use of two methods of data collection to build up a picture of place perceptions of visitors to Mid Wales - short precise street level questionnaires to be interpreted in conjunction with a limited number of extended

interviews. Whilst the street questionnaire targeted a larger number of visitors gaining short responses to salient points, the object of the interviews was to target a small number of visitors and conduct in depth interviews which would in effect provide an expansion to the topics touched on in the street questionnaire. The pilot had also shown that it would not be feasible to conduct such interviews in a street situation. Some method had to be found of arranging interviews with visitors in a relaxed environment. It was soon realised that it would be practically impossible to pre-arrange interviews due to the short-lived and perhaps unplanned presence of the visitor. Co-operation was therefore necessary from an organisation which in some way held the presence of the visitors for a sufficient amount of time for them to co-operate with the interviews. Hotels seemed to be the best solution to the problem - here it was hoped visitors would have a sufficient amount of time, and feel relaxed enough to take part in an interview. The small number to be interviewed obviously meant that only some types of visitor could be represented. Subsequently, this part of the survey should not be envisaged as a statistically representative cross-section of the visiting population, but instead as an enriching of some of the perceptions and attitudes which would emerge from the street survey.

The next stage was to locate some hotels which would consent to co-operate with the research. This proved to be more difficult than had been anticipated. There seemed to be a general uneasiness about allowing a researcher into the body of the hotel. Finally, two hotels were identified which consented to co-operate with the research and allow for some of their guests to be interviewed. For the purposes of this research, these hotels will be known as 'Hotel A' and 'Hotel B'. It was then resolved that due to the planned length of the interviews, it would be advantageous to offer some enticement to take part in the research.

Consequently, it was decided to set up a prize draw - each interviewee would be able to enter their name into a draw to win a weekend for two at the hotel they were currently staying at.

It was important to disturb the usual running of the hotel as little as possible, therefore, the researcher decided to adopt a participatory role within the hotel, herself staying as a guest

there. Rather than directly approach the hotel guests, it was felt more suitable, and potentially more beneficial to leave this task to a hotel representative. Consequently, the role of the hotel representative would be to approach guests and set up as many interviews as was workable for the duration of the researcher's stay. The number of potential interviews per stay would not only be expected to relate to the length of time available to the researcher, but would also be affected by a number of other considerations. The two hotels which had consented to take part in the research were both fairly small in size, and the numbers of guests, timing of meals, duration of stay, and usual arrival and departure times were all factors which could be expected to affect the number of potential interviews.

It was planned that the researcher would stay a total of four nights in each of the hotels; these stays were to be conducted at the rate of one night per week over an eight week period. These overnight stays had to be planned in conjunction with the street questionnaires which had to be conducted within the same summer period. It was the aim of the researcher to conduct the interviews in a relaxed environment, making them feel informal and yet structured. The researcher decided to adopt a schedule-structured style of interview - the questions, their wording and their sequence would be fixed and identical for each respondent. It was hoped that by using this method any variations between responses could be attributed to the actual differences between the respondents and not to variations in the interview. In addition, the hotels stipulated that to ensure the privacy of their guests, no taping equipment could be used which would mean difficulty in noting a non directive interview. The fact that the interviews were not taped also meant that during the interview period the researcher had to concentrate on noting responses; consequently observational information had to be transcribed immediately after each interview.

The Questions

The visitor interviews were viewed as an expansion and deepening of the issues which had been beginning to emerge as a result of the visitor street questionnaires. The questions included in the interview for the most part emerged from the piloting of the questionnaire. In

the pilot study the questions had begun to draw out some interesting and potentially useful information, but had proved too open for a street survey. The piloted questionnaire therefore developed into a two pronged approach consisting of street questionnaires and extended interviews. The aim of the interviews was to examine visitors' perceptions of Mid Wales by in effect trying to get respondents to describe these perceptions. Thirty-one questions were identified which would together comprise the visitor interviews, and which would be read out in the same order to each respondent. It was estimated that the interviews would last about 25 -35 minutes, although it was anticipated that this would vary greatly depending on content of answer and respondent's interest in the topic. The interviews were designed to be structured, each respondent would be asked the same questions presented in the same order. The questions, and the motivation behind them are explained below (also see Appendix 4):

1. *What is the main purpose of your visit to Mid Wales?*

The researcher wanted to examine what role the visitor played, and consequently if the perception of an area was likely to differ according to the respondents' motivation for visiting the area.

2. *Is this your first visit to this area?*

The researcher was trying to assess the respondent's familiarity with the area, as Zube (1993) suggests that this could be an important cultural variable in examining differences in landscape perception. Furthermore, if the respondent is returning to the area following a previous visit, what factors are making them return?

3. *Would you say this area is similar in any way to any other areas you have visited recently (perhaps on holiday)?*

With what other areas does the respondent associate Mid Wales, and in conducting this comparison process, what points do they selectively choose or highlight for comparison?

4. *Would you say this area is similar or dissimilar to the area where you live?*

This question follows on from question 3, but examines how similar or different the respondent perceives it to be from his or her everyday environment.

5. *If you had four words to describe the landscape of the area, what would they be?*

This was essentially an open-ended version of question 9 of the visitor street questionnaire. The researcher wanted to see how the respondent would give a limited description of the area.

6. *What would you say are the main assets of Mid Wales?*

Again this was an open-ended version of question 3 of the visitor questionnaire. What does the respondent identify with Mid Wales, and what factors have drawn them to the area, if any?

7. *For the following questions, please look at the series of photographs:*

a. Which landscape would you most like to visit? Why?

b. In which landscape do you think you would feel closest to nature? Why?

c. Do any of the photographs make you think of areas that you know, or memories of places you have visited? Explain.

d. Which landscape would you expect to be the most peaceful? Why?

e. How important do you think it is to leave landscapes such as these untouched? Why?

A combination of fourteen photographs and postcards representing different scenes from Welsh rural landscapes were shown to the respondents who were asked to choose landscapes which they felt were described by a-d above. The content of the photographs, or location of the landscapes was not significant; this question was included to attempt to get the respondents to start thinking and talking about landscapes, and how easily can the respondents identify themselves with landscapes and interact with them. It was hoped that

the inclusion of this question would set the wheels in motion for the discussion of the more specifically research oriented questions which were to follow.

8. *Landscapes have been, and are being used as a resource by extracting coal, minerals, oil etc. How far do you think that the landscape itself could be viewed as a resource which could be drawn upon by tourism?*

This question begins to investigate the way in which visitors view the relationship between the landscape and the economy, in this case tourism. Do they view landscape itself as an economic resource?

9. *How do you view the need to develop an area to provide employment balanced against the preservation of the landscape?*

This expands on question 8, investigating the perceived relationship between landscape and economy, and the tensions that exists in attempts to combine the two.

10. *Do you think different landscapes have an effect on the way you feel e.g. healthy, peaceful, uncomfortable? Why?*

The researcher wanted to examine how far respondents identify with their interaction within the landscape. Do they associate different emotions with different areas or landscapes?

11. *When you think of 'nature' what images come to mind?*

There is a long identified relationship between the way in which individuals and groups perceive nature and their impact upon the environment. This could consequently affect the relationship between landscape and economy in an area. This question was an attempt to draw out the respondents' images of nature, and what nature meant to them.

12. *Can you think of any areas or landscapes where you feel close to nature?*

This question required the respondents to put their ideas of nature into context, what areas could they identify where they saw nature as they believed it to be?

13. *Do you think the climate or time of year makes a difference to how you feel about a particular area or landscape?*

The researcher wanted to investigate whether the respondents felt that their perceptions might be seasonal, as examining perceptual differences due to seasonality would be a useful starting point for further development of the research area.

14. *Please look at card A and choose two economic activities which you feel best suit the area? Why?*

This question was included as for the visitor street questionnaire. How do contemporary visitors view the economy of Mid Wales? Here the same techniques as the street survey was used. A response card containing a list of potential economic activities was offered to the respondent who was requested to choose two.

Questions 15-18 were included to try and assess the potential of the revitalisation of health tourism in Mid Wales. The researcher wanted to examine whether contemporary visitors are aware of, or interested in the health tourism product.

15. *What do you think is meant by the term 'Health Tourism'?*
16. *Have you ever visited a spa for treatment or leisure? if yes, where? Would you visit again?*
17. *Would you like to see more spa facilities developed in Mid Wales?*
18. *How important do you think health and fitness area as part of a holiday or break?*

Questions 19 and 20 in effect take the idea of health tourism a step further. Health tourism is, of course associated with a rejuvenation, feelings of health and well-being. These questions attempted to investigate what type of environment or landscape that respondents associated with feelings of well-being. What type of holiday do they associate with these type of feelings?

19. *Can you think of a holiday or break you have taken which has left you with a sense of well-being? If yes, where?*

20. *How far do you think a type of landscape or environment is responsible for your feelings of well-being?*

Questions 21-24 are concerned with the holiday preferences of the respondents. In what type of area do they favour visiting? Where do they aspire to visit? What type of holiday do they usually choose? The usual choice of holiday, and the ability to compare Mid Wales with other holiday destinations may have a bearing on the way in which they perceive Mid Wales. Because some respondents may have a greater access to a wide range of holiday destinations does not necessarily mean that they would not choose to keep returning to Mid Wales. For the experienced traveller, Mid Wales may compare favourably to other destinations.

- 21. *Which is your favourite holiday destination? Why?*
- 22. *If you had the chance to visit anywhere you wanted, where would that be and why?*
- 23. *Please look at card B; which type of holiday do you prefer?*

Card B

<i>A</i>	<i>Foreign Beach Holiday</i>	<i>H</i>	<i>River/ Canal Based Holiday</i>
<i>B</i>	<i>British Beach Holiday</i>	<i>I</i>	<i>Yachting</i>
<i>C</i>	<i>Activity Holiday</i>	<i>J</i>	<i>Cruise</i>
<i>D</i>	<i>British Sightseeing Holiday</i>	<i>K</i>	<i>Theme Park Based Holiday</i>
<i>E</i>	<i>Foreign Sightseeing Holiday</i>	<i>L</i>	<i>Countryside based Holiday</i>
<i>F</i>	<i>British Touring Holiday</i>	<i>M</i>	<i>Health and Fitness Holiday</i>
<i>G</i>	<i>Foreign Touring Holiday</i>	<i>N</i>	<i>Other</i>

24. *Who is usually responsible for choosing your holiday/ break?*

The remaining questions 25-31 related to personal characteristics of the respondents and details of their visit. These questions not only add to descriptive information about the

respondents, but also can form the basis of parameters by which differences in perception could be measured, for example, by investigating potential patterns in response according to socio-economic groups (as suggested by Zube, 1993).

- 25. *What is the length of your visit to this area?*
- 26. *Would you consider visiting the area again? Why?*
- 27. *What was your mode of transport to the area?*
- 28. *What is your home country/ city/ town?*
- 29. *What is/ was your occupation?*
- 30. *Please look at card C; which age category do you fit into?*

Card C

<i>A</i>	<i>Under 18</i>	<i>B</i>	<i>18-25</i>
<i>C</i>	<i>26-30</i>	<i>D</i>	<i>31-40</i>
<i>E</i>	<i>41-50</i>	<i>F</i>	<i>51-60</i>
<i>G</i>	<i>61-70</i>	<i>H</i>	<i>70+</i>

- 31 *Male or Female? (observational only!)*

The Interview Process

On the whole, the interviews that were conducted progressed very well. However, the initial process of arranging the interviews with visitors to the area did not run as smoothly as had originally been hoped. As she was conducting the interviews, the researcher wrote an account of each day's progress in the hotels. These daily accounts together form a diary of the research process, which illustrates the implementation of this stage of the methodological process. Research itself is a process, and it is not only the eventual outcomes, but also daily events, encounters and observations which comprise this process. The findings of a piece of research are as much a result of this process, as they are an interpretation of responses to questionnaires or interviews. The researcher therefore feels that an account of how each stage of the methodological process was implemented in an important component of any piece of research. The diary of this phase of data collection follows:

6th July, 1994 First Interviews at Hotel A

Three interviews were eventually conducted this visit, although for most of the day it was beginning to look as if I would have to leave empty handed. The only other guests staying at the hotel were two Australians, both of whom were interviewed. The third person interviewed was staying with family in the area and was using the hotel's restaurant and bar facilities. The arrangement of the interviews did not go quite as well as was envisaged. The hotel manager had not pre-arranged the interviews with consenting guests as had been agreed, and it was 8.30pm and after several prompts before the guests were actually approached. This obviously made it difficult in terms of time, and it was after 11pm before the interviews were completed. The interviews also had to be conducted in the bar area of the hotel, which it transpired was a popular local night-spot. This led to another problem - that of the locals and the management intervening in the conversation meaning that it was often difficult to continue the flow of the interview. In addition, it meant that to a certain extent the respondents could have been led by factors introduced by parties external to the interview. Hopefully, these factors will gradually be eliminated during the course of my visits as people get used to my presence within the hotel, and the repeated form of the interview.

Unfortunately, the interference also meant that a good twenty minutes was added to the length of the interview which led the manager to ask (even though he himself had been doing much of the interrupting) if I could leave some of the questions out as the interview was taking too long. Despite this interference, the three interviews were eventually completed.

The respondents themselves seemed quite willing to take part and didn't get impatient as the interviews progressed. They understood the questions and clearly considered the issues prior to responding. Overall I felt that the interviews were successful; it was a shame that actually getting to the interview stage had proved so difficult and was not by the method which had been previously agreed between myself and the hotel manager.

13th July, 1994 First interviews at Hotel B

Hotel B is set within beautiful grounds, themselves located in the middle of the countryside. This sets a very peaceful backdrop for conducting interviews in a relaxed manner. As had been previously arranged, the management approached their patrons who were quite willing to take part. I was then introduced, and the interviews were subsequently conducted in a quiet part of the hotel lounge. On this occasion, two visitors were interviewed who were lunching at the hotel, and one who was a hotel resident. The interviews themselves went very smoothly. They were noticeably much more relaxed than at Hotel A - they flowed freely and developed into a more open conversation. It was evident that the respondents thought about the questions before answering them, and gave some very varied and interesting answers. Many of the issues introduced in the interview were obviously important to the respondent, indicated in their sometimes vehement protestations at the questions. The interviews each lasted about half an hour - this length of time again concerned the management. I explained that it was because of the interest of the respondents and because they felt they had something to say that it had taken this time. I assured the management that any respondent who wished to stop talking could!

21st July, 1994 Second Interviews at Hotel A

Once again I arrived at hotel A to discover that no interviews had been pre-arranged for me. Although there were four other guests staying at the hotel, the manager told me that he didn't think he should approach them because they were business people - I didn't realise that the management would be selectively sampling to this extent! The management's interest in my research has definitely waned, and the lack of co-operation makes it very difficult to organise and conduct the interviews. Again, it was not until after 8pm that I could conduct my first interview. Two interviews were conducted on this visit, and these were with people using the restaurant facilities of the hotel. One of the interviews went very well, with flowing conversation. In the case of the second interview, however, it was very difficult to get the respondent to open up, and the whole interview only took 15 minutes. I am now getting somewhat despondent about the success of using Hotel A.

27th July, 1994 Second Interviews at Hotel B

Another three interviews were conducted here today. The management are getting used to my presence, and the process of organising the interviews is running very smoothly. The lounge is proving a very suitable area for conducting the interviews, although it is a peaceful, quiet area where interviews can be conducted without interruption; it is also an area where hotel guests choose to sit and relax in the afternoon or before dinner. The interviews went well with all three respondents who all seemed very relaxed and interested in the research. The interviews all took about 25-30 minutes.

3rd August, 1994 Third Interviews at Hotel B

My stay at Hotel B has not this time been so fruitful. Only one interview has been conducted, although this again was very successful. Many interesting issues were raised and descriptions of the area noted. However, for some reason the hotel was rather empty on this visit with far fewer guests than usual, making it much more difficult to organise a number of interviews. I hope that the end of the season has not come early.

10th August, 1994 Third Interviews at Hotel A

I arrived at Hotel A today to find that I was actually the only guest staying at the hotel. This in itself didn't augur well for the interviews. As time progressed this evening, it became more and more evident that I wasn't going to be able to conduct an interview. At this stage, being very disheartened by the lack of co-operation from the management and the difficulties experienced in the interview process, I have decided to withdraw from Hotel A.

17th August, 1994 Fourth Interviews at Hotel B

Today was my last visit to Hotel B. This visit has been a little more successful than the last - two guests at the hotel were interviewed. Again, these interviews were relaxed and free flowing and the respondents appeared genuinely interested in the topic of the research.

The visitor stage of the data collection generated 416 completed street level questionnaires and 14 extended interviews. Few problems were encountered in the street level stage, although the fact that personnel was limited to two individuals did give rise to limitations in the number of completed questionnaires that could be achieved in the allocated time. The interview stage caused more of a problem - the degree of co-operation of hotels in the study area could have proven a major setback, had it not been for the assistance of the one hotel where the majority of the interviews were in the end conducted. The fact that the interviews in hotels could not be taped made it difficult to conduct observation at the same time as transcribing the interview. The whole process of the visitor data collection period was a learning process, and was a basis upon which the resident data collection phase could be structured.

The Resident Survey

Introduction

The initial impetus which led the researcher to form her research strategy around the collection of place perception data from both residents and visitors came from Scargill (1985) who defined place as an “awareness of the attitudes and feelings which people have for the areas in which they live.” It was felt naive to presume that place is only a function of the resident population, especially when one considers that places have evolved through tourism itself. The researcher felt that the consideration of place perceptions of both residents and visitors was essential in her attempt to achieve an integrated approach to place perception.

However, rather than amalgamate the information gathered from these two groups, it was important to keep them as independent surveys. The literature suggested that the perceptions of residents and visitors may be very different (Tuan 1966, Orland 1988, Sonnenfeld 1967), and that variations in landscape perception occur as a result of different levels of familiarity (Appleyard, Lynch and Myer 1967, Kaplan and Herbert 1988). The researcher therefore felt it important to examine perceptual differences that might arise from familiarity, or from the particular role of the observer which in turn could potentially feed back into the environment by affecting the form of economic development occurring in the region.

The role of the resident phase of the data collection was therefore not only to try and gain an overall view of place perceptions of Mid Wales for the resident group, but also to enable comparative analysis with the visitor survey. For this purpose it was important to keep the two surveys very similar in content, addressing the same issues, and in many cases asking identical questions. Prior to formulating a strategy for the visitor phase of data collection, the researcher had evaluated the different forms of data collection which were available to her. It was felt that many forms of data collection such as the use of simulated environments, on site recording techniques and observation tended to focus on responses to a particular point in space and time, rather than investigating a wider perception of place which had been

gained during the length of a visit or a period of residency, and over a wider geographic area such as Mid Wales as a whole. consequently, such methods were eliminated as options on the basis that they were unsuitable for gaining perceptions of an area on the scale of Mid Wales, or for building up a picture of place perceptions which had been developing over a period of time.

It was also felt that in order to draw out place perceptions which may not be apparent in behavioural patterns, it was necessary to have some point of contact with the individual. Here group discussion methodology was eliminated as it was felt that not only would this method bias responses towards those who are more articulate in public, but also the degree to which one respondent might influence another in a group discussion would make it difficult to examine differences in perception which potentially arise through factors such as socio-economic status, familiarity, and usual environment which Zube (1993) stressed as important.

Since the resident data collection phase was aimed at gathering the same type of information as the visitor data collection phase, it once again appeared that a survey would be the most appropriate method to use. Here again, the researcher wished to target a wide range of respondents in order to gain as wide range and variable information as would be likely to occur amongst residents of Mid Wales, but at the same time welcomed the depth that an open ended questioning technique potentially offered. In addition, for ease of comparative analysis, the researcher wished to structure the resident survey as much like the visitor survey as was possible. Therefore, the researcher decided to continue with the approach of having a dual methodology - shorter questionnaires in conjunction with in-depth interviews.

The Resident Questionnaire

Whilst for the visitor survey, street level questionnaires had proven an appropriate method of data collection, to use the same method for residents would lead to difficulties. Unbiased social or spatial distributions of respondents could not be guaranteed. In conducting a street

level survey for residents at the same sites - Llandrindod Wells, Builth Wells and Rhayader/Elan Valley, one might expect a sample of the population biased towards those residing in or with easy access to town centres, and those not currently in employment. However, the researcher felt that little benefit would be gained from attempting to conduct a street survey after working hours, or by conducting it in rural as well as urban areas. Such a process would be likely to be inefficient, costly and time consuming.

The alternative methods for delivering the questionnaire seemed to be via telephone or mail. Whilst the telephone method provided a means of directly accessing potential respondents with the possibility of a fairly high response rate, the researcher felt that the particular subject of the research could not be adequately understood in the context of a five minute telephone conversation - many questions required considered answers or the selection of answers from a prescribed list. In the visitor street survey this was achieved by the use of response cards - providing the respondent with a list of possible answers would be extremely difficult in a telephone survey.

A mail questionnaire on the other hand would permit the geographical distribution of surveys at a minimal cost and the sampling of both rural and urban populations. It would reduce bias possibly introduced by a street or telephone survey as it would be able to access a greater proportion of the population. In addition, a mail questionnaire would allow for a greater consideration of an answer. However, it also has its disadvantages - the researcher no longer has any control over who fills out the questionnaire, and mail questionnaires are generally associated with a low response rate - between 20 and 40 per cent (Frankfort-Nachmias and Nachmias, 1992). However, even considering these disadvantages, the researcher still felt that the mail questionnaire was the most appropriate method of data collection, as it seemed to be the best way of targeting a wide geographic spread of population, and producing an unbiased sample. The researcher hoped that she would be able to increase the response rate that would be expected from a mail questionnaire by careful design.

It was felt important to target the same physical area as the visitor survey. However, whilst for the visitor survey targeting the towns of Llandrindod, Builth and Rhayader had been an appropriate method of obtaining a cross section of visitors to Mid Wales, for residents only targeting these towns would positively discriminate in favour of the urban population.

Therefore, to try to ensure that the rural as well as urban population was targeted, a radius of ten miles was drawn around the three centres; a five mile radius would mean that an area between the two centres would not be covered, whilst a fifteen mile radius would have led to too large an overlap. A ten mile radius was deemed a workable area for the distribution of questionnaires which took into account the population of the spa towns and their rural environs.

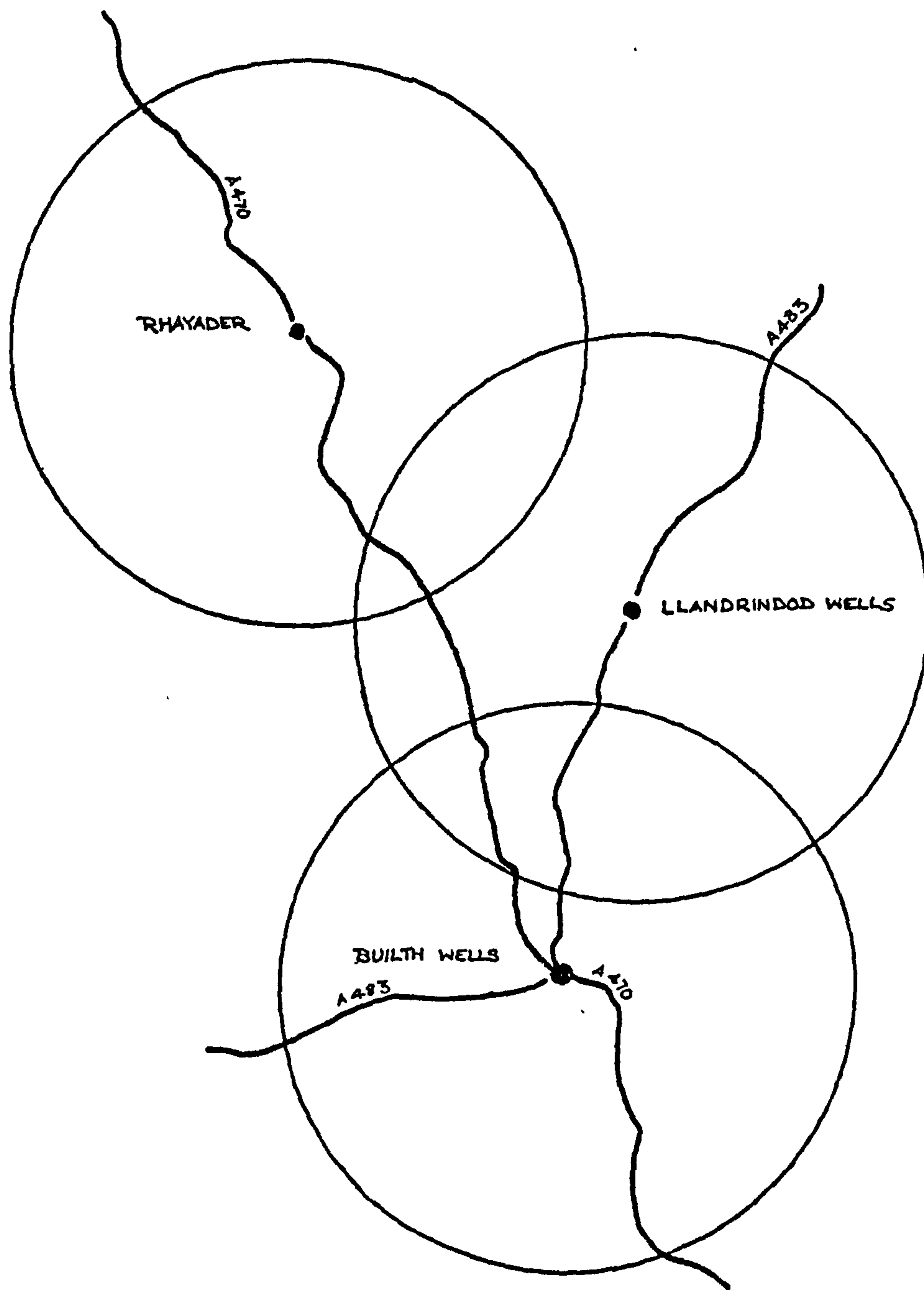
The next problem encountered was that of how to sample the households within these boundaries. For a mail questionnaire this process required the researcher to obtain a listing of the address of all households within the study area from which a suitable sample could be drawn. The Royal Mail Postcode Directory is a freely available source list of all households within the study area, and was chosen as a suitable basis for sampling the mail questionnaires. The Postcode Directory is organised into a series of post towns which not only represent the towns themselves, but also the surrounding rural area. For the purposes of this research three post towns were identified which together covered the study area - once again these were Builth Wells, Llandrindod Wells and Rhayader. However, sampling directly from the Postcode Directory would not itself produce a representative sample of the population - the three post towns contained listings of households which fell outside the study area which would have to be identified and eliminated before sampling could occur. In addition, conducting a random sample of the households as they stood would fail to take into account the density of dwellings dispersed throughout the study area.

Consequently, it was decided that a process of stratified sampling should be undertaken to try and make sure that all rural and urban groups of the population are adequately represented in the sample. In order to achieve this stratified sample, the Postcode Directory was used in

conjunction with population and household data extracted from the 1991 Census of Population - this would enable a sample to be drawn based on the relative number of households found distributed throughout the study area. The sampling process was conducted in a series of stages, as follows:

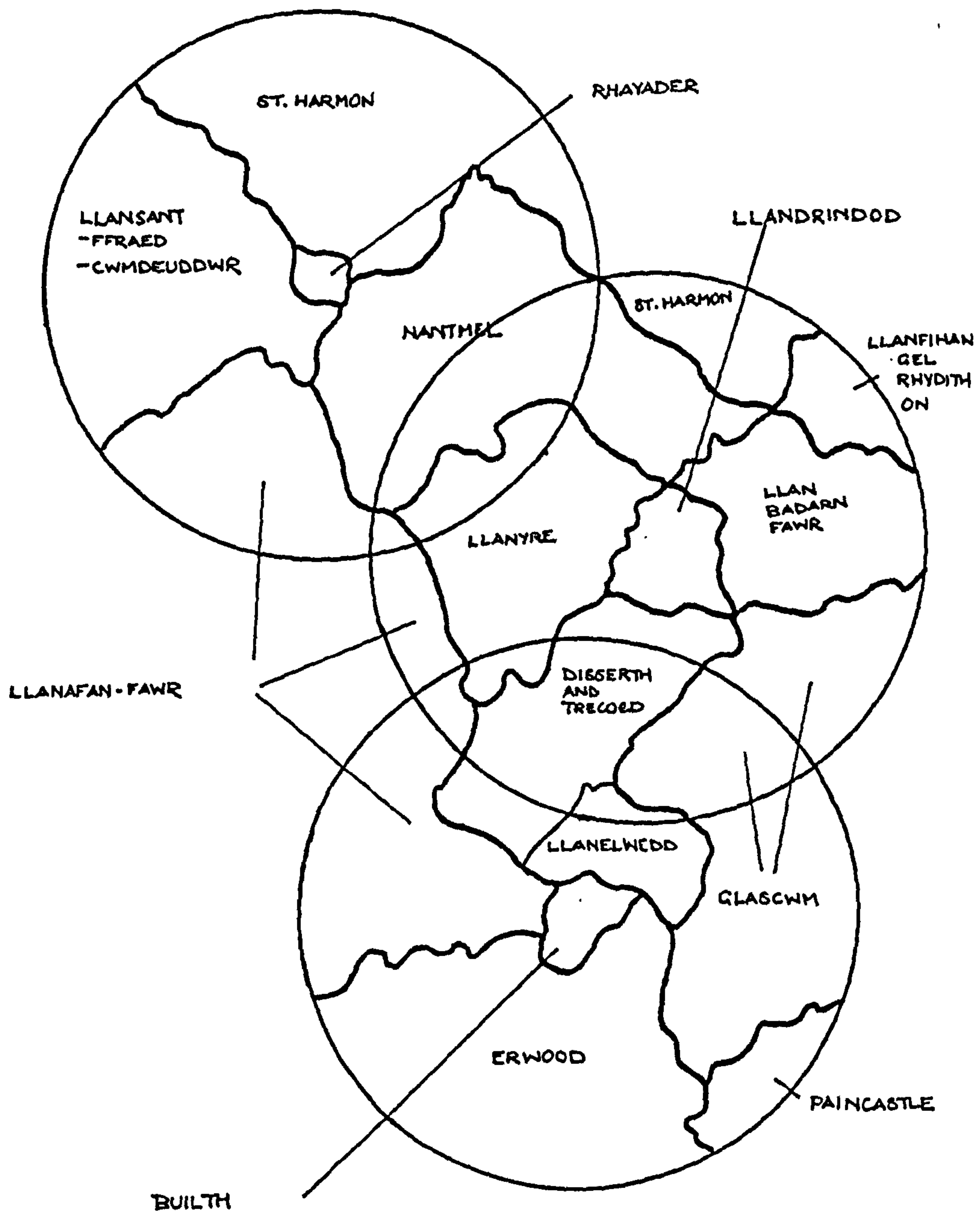
1. The ten mile radii were marked on a map around Rhayader, Llandrindod Wells and Builth Wells (see Figure 6).
2. The accompanying ward maps for the 1991 Census were studied, and those wards that fell wholly or partly within these circles were marked and noted (see Figure 7).
3. The number of households in each ward (from the 1991 Census of Population) was noted, and the relative proportions of households to be sampled (from a total sample of 1000 households) was calculated (see Appendix 5).
4. Each post town in the Postcode Directory was sub divided into a list of places - small town, villages, hamlets which were located in the environs of the main post towns. These places were listed, and their associated wards were noted by examining their location in relation to the ward map (see Appendix 6).
5. It was then possible to list each 1991 Census ward found within the study area, with the corresponding postcode places found within it (see Appendix 7).
6. Using the proportions listed in (3), a random sample of households was taken for each ward (incorporating all places listed under each) with the exception of Llandrindod, Builth and Rhayader. The random sample was first taken by listing and numbering each households falling within each ward. A table of random digits was subsequently used to select each household until the relevant sample size had been attained.
7. This sampling process was repeated for each of the three towns, incorporating all households listed under the post town but omitting:
 - a) those areas which had been previously sampled, as above
 - and,
 - b) those areas included within the post town, but found outside the study area.

Figure 6: Map Illustrating the Resident Survey Area



0 2 4 6 8 10
MILES

Figure 7: Map Illustrating the Wards Found
in the Resident Survey Area



0 2 4 6 8 10
 MILES .

When this process had been completed, a total stratified sample of 1000 households within the study area had been noted. Each of these households was allocated a number which was placed on its mail questionnaire. This allowed the replies to be monitored as they were returned, and would make it easier to conduct a second or follow up mailing if necessary.

The Topics for Study

The basic topics which would comprise the resident questionnaire were outlined prior to the piloting of the visitor questionnaire, as it was the intention that both surveys would perform the same function - to investigate place perceptions of either visitors to or residents of Mid Wales. Consequently, the resident questionnaire would also be based on the four main topics of study - the way in which respondents describe the landscape of the area, the way in which they describe the economy of the area, an investigation of factors thought to influence the way in which landscapes are perceived, and personal characteristics of respondents which would help to ascertain whether or not they formed a representative sample of the resident population.

Although the topics for both types of survey would be the same, and the researcher wished to use the same questions as far as possible, it was evident that some lines of questioning would have to be adapted to take into account the different roles played by resident and visiting populations. Overall, it was possible to replicate the questionnaire with little amendment. The main points of departure were in terms of familiarity and choice - whilst visitors were asked why they chose Mid Wales as a destination, and whether they had visited the area before, residents were asked whether they had lived in the area all their lives, and if not, how long they had lived in the area, and why they had chosen the area as a place to live. These questions would help to provide a measure of how perception of an area changes with different degrees of familiarity, and also provide an understanding of what initially attracted migrants to the area.

Other than these departures from the first questionnaire, the content and order remained basically the same. The format of the questionnaire was, however, something that needed addressing. A new format was required for the questionnaire's transition from a street to a mail questionnaire, and it was a format which required careful design in order to obtain as high a response rate as possible. A questionnaire was subsequently designed with the spacing and layout of questions, and instructions to the respondents primary considerations. The questions themselves followed the same sequence as the visitor questionnaire. Questions which had previously relied on the use of response cards were set out as multiple choice questions, and respondents were requested to tick the box of their preference; the six statements which required a rating (strongly disagree, disagree, don't know/ unsure, agree, strongly agree) were kept in a matrix format (for questionnaire see Appendix 9).

A cover letter was drawn up (see Appendix 8) to identify the researcher, why she was conducting the survey and what she hoped to gain from the survey. It also stressed why it was important for the respondents to complete the questionnaire, who should complete the questionnaire (any member of the household aged sixteen and over), how she had selected the respondents, and lastly it assured the respondent that the information provided would be dealt with in strictest confidence. The letter finally thanked the respondent for taking the time to complete the questionnaire. The resident questionnaire and cover letter were then ready for piloting.

The Pilot Study

The similarity of the visitor street level survey to the mail questionnaire meant that to a certain extent, the content of the questionnaire had already been piloted on a large scale, albeit to a different population. However, further piloting needed to be conducted, primarily to test the validity of using a mail questionnaire for this particular topic of research. Piloting was also necessary to test the design of the questionnaire in terms of response rate and the level of understanding amongst respondents. Consequently, the questionnaire and cover letter were piloted in the format intended to be used in the main survey. It was decided to

target as similar a population to the main survey as possible, therefore the post town of Llanwrtyd Wells was chosen as the source for the pilot sample. Llanwrtyd Wells, as its name suggests, was also historically a spa town, although smaller than its counterparts of Llandrindod Wells and Builth Wells. It is situated to the south west of Builth on the A483, falling about ten miles outside the study area.

A random sample of thirty households was taken from a list of all households in the post town of Llanwrtyd Wells found in the Royal Mail Postcode Directory. A stamped, addressed reply envelope was included with the questionnaires. Within a few days the completed questionnaires started to arrive, within a fortnight twenty-two responses had been received, giving a response rate of 73%. There were no apparent difficulties observed with the respondents' understanding of questions or ability to complete the questionnaire. It was subsequently decided to proceed with the questionnaire as it stood.

The Questions

The visitor survey had been adapted to take into account firstly, the different focus of questioning that needed to be adopted for a survey of the resident population, and secondly, the different format that was required for a mail questionnaire. A questionnaire was constructed and piloted, as described above. No difficulties were observed with the piloting process, which generated a 73% response rate. It was therefore decided to use this format of questionnaire in the main survey. The questionnaire contained twenty-three questions comprising four different question formats. Open-ended questions, a matrix of six rating questions, and two forms of closed-ended questions (tick the box and underline). The content and order of questions is presented below (also see Appendix 9):

1 Have you always lived in the area?

This initial question was to give some sort of indication of respondents' familiarity with the area where they live. It would also be useful at the analysis stage to gauge whether there are

any major response differences between those who had always lived in the area and 'newcomers' - this question was later expanded on in question twenty.

2 *What was your prime reason for choosing mid Wales as a place to live?*

This question was only applicable to those respondents answering no to question one. The choices presented were:

family/ friends in the area; job related; landscape; the community; other.

3 *What would you say is the area's greatest asset?*

This question directly relates to question 1 in the visitor street questionnaire. This was in order to explore the potential differences between the attitudes of visitors and residents towards features in Mid Wales. As in the visitor questionnaire, the options given were: sense of history, countryside walks, close to nature, healthy environment, relaxation, good local facilities, escaping from it all, climate, sports/ leisure facilities, local culture, central location, entertainment facilities.

4 *Do you think you would ever consider moving away from the area?*

How rooted are respondents in their environment? Do they consider it to be a home, or perhaps a more transitional place?

5 *If you didn't live in Mid Wales, where else would you like to live?*

Where do respondents aspire to live - in what other environments do they feel they could make a home?

6 *What is your favourite holiday destination?*

This open-ended question was primarily included to create another point of comparison between visitors and residents. How alike are the two populations in their tourism tastes? Furthermore, do respondents aspire to holiday in the same places they aspire to live? (see question 5)

7 *What do you understand by the term 'Health Tourism'?*

Again, a question included in the visitor survey. Are respondents aware of the health tourism product which has been proposed for their area? The choices presented were: activity holidays, health farms, hotels with leisure clubs, health spas, seaside, travel related to medical treatment, don't know.

The health tourism concept and its impact upon residents were further expanded on in questions 8 and 9.

8 *Have you ever visited a spa for health or leisure purposes?*

9 *Would you consider visiting a spa (again) for health or leisure?*

Are residents currently interested in the health tourism product, are they likely to use the facilities should they be developed in the area?

10 *From the following list, please tick two economic activities which you feel best suit Mid Wales?*

This question was included within all four surveys to attempt to gauge the current economic image of Mid Wales. The choices presented were: heavy industry, light manufacturing, heritage tourism, office development, chemical industry, health and leisure related tourism, retail development, product research and development, hi-tech industry, extractive industries, agriculture/ forestry/ fishing.

11 *Please underline two words from the following list which you think best describe the landscape of Mid Wales:*

Once again this question was also included in the visitor questionnaires. The words people use to describe phenomena such as landscape can often provide some insight into the way in which they perceive an area. As was explained for the visitor questionnaire, the descriptive words were selected by conducting a survey of one hundred people in South Wales, who were asked to describe landscape. All words occurring once or more were included in the list, as below:

rural, picturesque, scenic, rugged, tranquil, barren, interesting, undulating, beautiful, urban, mountainous, historical, natural, peaceful, oppressive, desolate, green, bleak.

12 *Overall, how would you describe the weather of Mid Wales?*

This open-ended question was included to investigate any variations in place perception according to weather, as it has been suggested (Lowenthal, 1978) that differences in weather is a contributory factor to the way in which an area or landscape is perceived. This question was also included in the visitor survey.

Questions 13-18 were arranged in a matrix, as rating questions. Respondents were asked to what extent they agreed with the six statements below:

13 *There is no such thing as unspoilt nature.*

14 *Preserving the environment is a luxury when jobs need to be created.*

15 *Areas of landscape beauty are a resource that should be drawn on by tourism.*

16 *New forms of employment in rural areas should be landscape related.*

17 *Everyone needs to be surrounded by nature once in a while.*

18 *Differences in the weather affect the way I feel about a place.*

The statements were deliberately worded so as to provoke an immediate reaction. Their very opinionated stance would hopefully give rise to a definite response as respondents identify themselves with, or react against the issue. The statements draw out the issues of the research into opinions in order to investigate ideas of nature and relationships between nature, landscape and economy. The same statements were included in the visitor survey, and were also developed into questions to be included in both visitor and resident interviews.

19 *When you think of nature, what images come to mind?*

This was an open-ended question which was again to be included in all four types of survey. Changing concepts of nature have been associated with the interaction between landscape and economy. Investigating people's ideas about nature can provide a starting point for examining their attitudes towards economic development within the landscape.

Questions 20-23 dealt with personal characteristics which would not only provide information about respondents, but could also be used as a basis for analysis.

- 20 *How long have you lived in this area?*
- 21 *What is/ was your occupation?*
- 22 *Which of the following age categories do you fit into?*
- 23. *Sex*

A cover letter was produced to introduce the questionnaire to the potential respondent. As in the case of the pilot study, the cover letter (see Appendix 10) identified the researcher, stated why she was conducting the survey and what she hoped to gain from the survey. It also stressed why it was important for the respondents to complete the questionnaire, who should complete the questionnaire (any member of the household aged sixteen or over), how the researcher had selected the respondents, and lastly, it assured the respondent that the information provided would be dealt with in strictest confidence. In an attempt to increase the response rate, stamped, addressed hand-written reply envelopes were included with the questionnaire, rather than business reply envelopes. The 1000 questionnaires were then posted.

The Returns

As had been the experience of the pilot study, within a couple of days, the questionnaires started to return. After an initial bulk return in the first week, the questionnaires returned at a slow steady pace over the course of two months, meaning that there was not really a break in time between sending out the questionnaires and beginning the analysis. The researcher had originally intended to conduct a second or follow up mailing of questionnaires - each questionnaire had been numbered and was subsequently crossed off as it was returned. This process would have allowed the follow up of respondents. However, because of the slow, steady stream of replies the researcher found it hard to gauge a point at which the second mailing could begin. Consequently, with a need to start the analysis, there was little time left for a second mailing, and so the researcher decided not to go ahead with this procedure. In

all, 612 questionnaires out of the 1000 were returned, out of these, 473 were usable responses, 115 were returned either incomplete or blank. A further 21 were returned via the Royal Mail because of vacant properties or addresses that no longer existed; finally, three were returned after the completion of the analysis - nine months after the questionnaires had been sent out.

With those replies that were usable, it appeared that the respondents understood both the questionnaire format and the issues involved. As in the case of the visitor survey, some respondents used the questionnaire as an opportunity to voice other concerns. These included concerns about particular aspects or areas of the Mid Wales environment, the need for employment creation in the area, and the low incomes which were felt to prevail in the area. The questionnaires were also used as an opportunity to write 'messages' to the researcher; two respondents in particular seemed to view the research with great suspicion, expressing an opinion that it served no purpose, and such questionnaires shouldn't be allowed - interestingly, both respondents had completed and returned their questionnaires. The majority of 'messages' however, were from those respondents who expressed an interest in the research, or who wanted to wish the researcher good luck for the future, and it was nice to feel that some degree of personalisation had been achieved through a mail questionnaire. Interestingly, there was a final group of replies which contained a different type of message - some respondents actually used the return of the questionnaires as a marketing strategy, enclosing details of their business - the researcher was sent details about the services of a local blacksmith, and was asked if she would be interested in finding out more about 'green' funerals. Overall, it was felt that the resident mail questionnaire had been a successful process in that it demonstrated an obvious interest in both the landscape and economy of Mid Wales which would potentially generate strong place perceptions in the analysis stage.

The Resident Interviews

The visitor survey had been conducted by means of a dual methodology - questionnaires and interviews. The researcher subsequently decided to continue the use of these two data collection methods into the resident survey. The reason for this was twofold - first, as its aim was to investigate the same type of information as had the visitor survey, it was again felt that the area of research would benefit from both a questionnaire - to gain wide ranging and variable information, and an interview - to add description, depth and understanding to the issues. Second, it had from the start been the intention of the research to conduct comparative analysis of the visitor and resident surveys, which itself would benefit from the use of similar methodologies for the two surveys. Consequently, it was necessary to develop the questions for a schedule structured interview along similar lines to the visitor interviews, but taking into account the different focus of questioning which a resident population demanded. Additionally, it was necessary to formulate a method by which a small number of residents could be sampled to take part in the interviews.

For the visitor interviews, respondents had been interviewed in hotels with the co-operation of the management, however, it would be difficult to access residents in this way. Residents, in theory should be an easier population to target, being spatially fixed unlike the transient visitor. The researcher felt it was important to address prospective interviewees personally, and therefore a method had to be found of accessing individuals. After some consideration, it was determined that the most appropriate approach would be to use the community groups as a method of accessing the community. Listings of local groups often have a contact name which would be a good starting point for accessing individuals. Lists of community groups were obtained from Powys County Library in Llanrindod Wells (which covered groups in both Llanrindod Wells and Rhayader), and from Builth Wells Public Library. A total of eighty-five community groups were identified in the study area.

In order not to sample a disproportionate number of one particular type of group, the groups were differentiated into nine interest areas, and a total sample of forty groups were drawn, proportionate to each interest area as shown below :

Interest Area	Total Number	Sample Size
Performance Groups	11	5
Sports/ Activity	22	11
National Charities	9	4
Environmental/ Pressure Groups	5	2
Hobby Groups	8	4
Political Groups	3	1
Institutional Organisations	11	5
Local Affairs	8	4
Youth Groups	8	4
Total	85	40

A stratified sample was then drawn by randomly sampling the relevant number from each interest area group by using a table of random digits. After sampling, forty groups were identified (see Appendix 11). Each of these groups had a contact name who was usually the president or secretary. That person was contacted and asked if he or she would consent to take part in an interview, or alternatively, if another member of the group would be willing to take part. At this stage an introductory letter was sent (see Appendix 12) which outlined the main aims of the research, what was required from the interviews, and how long the interviews were expected to last (about 20-30 minutes).

Responses were notably slower than in the case of the mail questionnaire, and when they came in totalled twenty. This was a 50% response of people who indicated that they would consent to take part in an interview. However, when it actually came to conducting the interviews, the process lost six respondents. Three respondents had no contact phone number and contact was unfortunately lost whilst trying to establish an interview date. One

respondent cancelled due to family bereavement, whilst another two failed to turn up for the interviews on the arranged date and time.

Finally, fourteen resident interviews were conducted. For the most part these were with the individuals originally contacted in connection with the particular community groups. Four interviews were conducted with individuals recommended by the contact names. The respondents were asked to nominate a suitable time and place to conduct the interviews; eleven nominated their own home, whilst three wished to be interviewed in their place of work. As far as was possible (taking into account the constraints and choices of the respondents), timing of the interviews was arranged so as to ideally fit three into a day. All the interviews were conducted by the researcher herself, but as most of the interviews were conducted in the individual's homes, as a safety precaution, the researcher was accompanied by a colleague who took no direct part in the interview process.

It was expected that the interviews themselves would take an average of thirty minutes, and were arranged on a structured basis with twenty-six questions which were presented to each respondent in the same order. Prompting was rarely needed, but when used was limited to asking for an explanation, when the respondent merely gave a 'yes' or 'no' answer. All responses were manually recorded - this was primarily done to as far as possible follow the same procedure as the visitor interviews (manual recording of responses had been essential in the case of the visitor interviews where the participatory hotels had refused the use of recording equipment). The questions asked in the interviews are presented below in their original order with an explanation of each (also see Appendix 13).

The Questions

1. *Have you lived in this area all your life? If not, how long have you lived here?*

This question was included in order to gain some idea about the degree of familiarity the respondents have with their environment, whether they had grown up in the environment, or perhaps retired into the area.

2. *At the moment, could you see yourself ever moving away from the area?*

This was asked to gauge the degree of attachment that the respondents have for the area in which they live, and whether they aspire to live anywhere else.

3. *If you didn't live in Mid Wales, where else would you chose to live?*

What type of environments do respondents aspire to live in, how similar are these to the Mid Wales environment.

Questions 4 and 5 were aimed at discovering what sort environment Mid Wales is to live in, what are its benefits and disadvantages, what sort of problems does the environment present for the long term resident as opposed to the visitor.

4. *What do you consider to be the benefits of living in this area?*

5. *Are there any disadvantages of living in this area?*

Questions 6 to 14 were also included in the visitor interviews.

6. *Would you say this area is similar in any way to any other areas you have visited recently (perhaps on holiday)?*

With what other areas does the respondent associate Mid Wales, and in conducting this comparison process, what points do they selectively choose to highlight for comparison

7. *What would you say are the main assets of Mid Wales? Why?*

What does the respondent identify with Mid Wales, and if they had chosen to live in the area, what were the main factors which drew them to the area.

8. *If you had four words to describe the landscape of the area, what would they be?*

How would respondents provide a limited description of the area, what words would they identify in describing the landscape of the area?

9. *Landscapes have been, and are being used as a resource by extracting coal, minerals, oil, etc. How far do you think that the landscape itself could be viewed as a resource which could be drawn upon by tourism?*

This question begins to investigate the way in which visitors view the relationship between landscape and economy, in this case tourism. Do they view the landscape itself as an economic resource?

10. *How do you view the need to develop an area to provide employment balanced against the preservation of the landscape?*

This expands on question 9, investigating the perceived relationship between landscapes and economy, and the tensions that exist in attempts to combine the two.

11. *Do you think different landscapes can have an effect on the way you feel e.g. healthy, peaceful, uncomfortable?*

The researcher wanted to examine how far respondents identify with their interaction within the landscape. Do they associate different emotions with different areas or landscapes?

12. *When you think of 'nature', what images come to mind?*

There is a long identified relationship between the way in which individuals and groups perceive nature and their impact upon the environment. This could consequently affect the relationship between landscape and economy in an area. This question was an attempt to draw out respondents' images of nature, and what nature meant to them.

13. *Can you think of any areas or landscapes where you feel close to nature?*

This question required the respondents to put their ideas of nature into context, what areas could they identify where they saw nature as they believed it to be?

14. *Do you think the climate or time of year makes a difference to how you feel about a particular area or landscape?*

The researcher wanted to investigate whether respondents felt that their perceptions might be seasonal, as examining perceptual differences due to seasonality would be a useful starting point for further development of the research area.

15. *Have you seen any changes in the area since you have been living here?*

How has the area evolved, and how have respondents' perceptions of the area where they lived changed over time.

16. *Would you like to see any changes made within the area?*

What components of Mid Wales need to change, what factors need improving

17. *How do you view the Mid Wales of the future?*

How do residents perceive the Mid Wales of the future, do they feel that it will be static, in decline or an improvement to the present physical, social or economic environment in some way.

Questions 18 to 21 were included in the visitor interviews.

18. *Please look at card A and choose two economic activities which you feel best suit the area?*

How do residents view the economy of Mid Wales? A response card containing a list of potential economic activities was offered to the respondent who was requested to choose two.

Questions 19 to 21 were included to gauge residents' awareness and interest in the revitalisation of health tourism in the area.

19. *What do you think is meant by the term 'Health Tourism'?*

20. *Have you ever visited a health farm or spa for treatment or leisure?*

21. *Would you like to see more spa facilities developed in Mid Wales?*

22. *Do you think that tourism should be encouraged in the area?*

This question was aimed at examining residents' perceptions of tourism in the area, and gaining an insight into whether residents see it as a viable sector of the economy.

Questions 23 to 28 were included in the visitor interviews.

Questions 23 and 24 in effect take the idea of health tourism a step further. Health tourism is associated with a rejuvenation, feelings of health and well being. These questions attempted to investigate what type of environment or landscape that respondents associated with feelings of well being.

23. *Can you think of a holiday or break you have taken which has left you with a sense of well being?*

24. *How far do you think a type of landscape or environment is responsible for your feelings of well being?*

25. *If you had the chance to visit anywhere you wanted, where would that be and why?*

What type of environments do respondents aspire to visit, how different are these from their normal environments?

Questions 26 to 28 related to personal characteristics of respondents. These questions not only add to descriptive information about the respondents, but can also form the basis by which differences in perceptions can be measured, for example, by investigating potential patterns in response according to socio-economic groups (as suggested by Zube, 1993).

26. *What is/ was your occupation?*

27. *Please look at card C; which age category do you fit into?*

28. *Male or Female?*

Conducting the Interviews

The process had been set up for conducting the interviews. The stratified sampling of community groups had occurred and twenty interviews had been set up (although for one reason or another as previously described, the total number of interviews had been reduced to fourteen by the conclusion of the research). As the resident interviews were in effect following on from the visitor interviews it was necessary to as far as possible use the same interview techniques, meaning that the information gained in the interview situation should

be manually recorded rather than taped. As with the visitor interviews, this did make it difficult to make any substantial on-site recording of observational information. However, the researcher felt that observations about the conducting of the interviews, and the process of interviewing itself are as much part of the methodological procedure as the sampling and question construction process. Consequently, as she had done for the visitor interviews, the researcher recorded her observations of the interviews as soon after the event as was possible.

Interview No.1

The first interview got off to a rocky start. I arrived at the interviewee's address at the given time only to discover that no-one was at home. I left a note and returned an hour later, this time with greater success, the interviewee had returned home. From that point on, the interview seemed to go well - it proceeded to be very relaxed, and although the respondent felt he had nothing to contribute, the interview turned out to be very fruitful in terms of information and description. During the course of the interview it became evident that some very interesting points were beginning to emerge. The interview lasted for about three-quarters of an hour; the interviewee was very well informed about the area, seemed to enjoy the discussion, and was quite happy to talk about many of the issues at length.

Interview No.2

It took some time to find the address of interviewee no.2. Many of houses in the study area are known by names rather than numbers on their postal addresses. It consequently becomes a little more difficult to find a property when the name isn't actually displayed on the house. Nevertheless, the elusive number 2 was eventually tracked down - luckily he was in as it transpired that he had actually forgotten about the interview. This interview was quite different from the first. The respondent was much less relaxed, and I sensed some uneasiness when he was answering the questions. The responses themselves were also much shorter - the respondent didn't seem to want to open up, and it was sometimes difficult to get him to expand on more than yes/ no responses. This interview lasted fifteen minutes.

Interview No.3

There was a long gap between interviews 2 and 3; interview no.3 was conducted in the early evening. Unlike interviews 1 and 2, which were conducted in Llandrindod Wells, interview 3 was conducted in Rhayader. Again this interview proceeded very well. The respondent was relaxed, seemed interested in the research, and was quite happy to talk at length about the issues - this interview lasted half an hour.

Interview No.4

Interview no.4 was conducted in Rhayader. Following on from the last interview, it was very relaxed and the respondent once again seemed very interested in the research. More than any of the other interviewees to date, the respondent showed some very definite responses to the issues, and the majority of questions provoked an immediate response, giving the impression that they were issues which the respondent had discussed, or at least thought about previously. The interview gathered some very thought provoking information. The interview lasted about three-quarters of an hour.

Interview No.5

For the second time in the interview process, I arrived at the arranged address, at the agreed time to find that the respondent wasn't at home. This time, the respondent's husband was very obliging, invited us in and presented us with a cup of tea whilst he phoned his wife. Within a quarter of an hour the respondent had returned home, apologising for forgetting the interview. This interview proved to be no different from the previous ones in that the respondent seemed relaxed, well informed about the area and seemed to enjoy the discussion. It seems the case that in this interviewing process the difficulties are experienced at the initial organisational stage, all the respondents themselves were extremely helpful, and the interviews are progressing well.

Interview No.6

Again the respondent seemed very relaxed within the interview situation, and was happy to talk at length about the area which he was able to compare to a wide variety of other landscapes. I sensed that he felt an attachment to the area, and in his responses he seemed very protective of this place which he had retired to. From the interviews I have conducted so far I have the impression that a pattern is emerging; in many ways residents who have retired to the area are almost responding as visitors - remoteness to them is generally viewed as an asset. However, they do seem to acknowledge that there may be disadvantages in the area for the economically active sector of the population.

Interview No.7

This interview began to open up a new area of discussion, as it was the first conducted with someone who was being forced to leave the area through a lack of employment opportunities. Despite this, the respondent still seemed very positive about the area, and was able to identify some very clear advantages and disadvantages of the area as she saw them. The topic of the research is something which the majority of respondents seem to easily identify with, and the resident interviews appear to be developing into a wider discussion than in the case of visitors.

Interview No.8

This interview certainly brought a new angle to the discussion, as the respondent could identify very few advantages to living in the area, and was looking to move out of the area as soon as possible (mainly based on economic factors). I think that she welcomed the opportunity to speak out about how she felt about the area, almost using the interview for a catharsis. It was interesting that the problems suggested by some of the respondents, turned out to be very real and even more hard hitting to this respondent who they directly affected. This image of Mid Wales was a very different one, and presented a very bleak picture of living and working in the area.

Interview No.9

This interview was shorter than the majority, lasting only twenty minutes, but this was in, part due to the fact that the respondent had very definite views about the area, and her responses gave the impression that she had considered or discussed the issues previously. Again, she had some strong suggestions for changing the area, and to a lesser extent also identified with the problems described by interviewee no.8.

Interview No.10

Within this interview the issues were again responded to from a different angle. The respondent was closely affiliated to the Mid Wales landscape through his form of employment, and whilst it gave rise to some very enriching information about landscape it was often difficult to tell whether the respondent was speaking as an individual, or as a representative of his organisation. Of course it could be argued that his involvement in his work may mean that this is the same thing.

Interview No. 11

The interview went well and followed the same basic pattern as the other 'retired to the area' interviewees. The respondent was relaxed and spoke with great admiration for the area which he had moved into, but again recognised the need for more employment in the area.

Interview No.12

This interview was very short, lasting only a quarter of an hour. The responses were quite brief, it was difficult to get the respondent to 'open-up', and the amount of description used was at a minimum. Very little new information was gained from this interview.

Interview No.13

This was another long (about three-quarters of an hour) and interesting interview. The respondent was very well informed about the economy of the area, and enjoyed commenting on the questions. The interview was very relaxed, and the responses were enriched with a

wealth of description and interesting anecdotes. Here again the issues were ones which the respondent seemed to have previously considered, and he shared some interesting recommendations for the future of the area.

Interview No.14

The respondent was well informed, and seemed to enjoy discussing the issues which were raised. Once more the interview itself was very relaxed, and no problems were experienced with the interpretation of the questions.

The Agency Interviews

The final stage of the methodology was in fact carried out after much of the preliminary analysis work had been conducted. As the results of the study began to emerge, it became increasingly evident to the researcher that there was a need to take the research a step further - to test out the implications of the research findings with the policy makers themselves. To what extent would policy makers take into account the perceptions of both residents and visitors in their policy formulation, and subsequently, would such place perceptions affect the future economic structure of the area by this direct link via agencies? Consequently, the researcher determined to interview a small number of agencies involved in the area, and ask them to respond to the outcomes of the research. Interviews were arranged with representatives from the Development Board for Rural Wales, Mid Wales Tourism, Radnorshire District Council, Brecknock District Council (these two were to merge to form part of the unitary authority of Powys during the interview period), and the Countryside Council for Wales.

The interviews needed to be structured in such a way so as to try and obtain responses to the main outcomes of the research as they affected policy in the area, but it was also necessary to in some way gently introduce the agencies to the research itself. Fourteen questions were highlighted which were hoped would provide an insight into the perceptions of agencies and their responses to the research. The interviews began by examining the agencies' perceptions of the advantages and disadvantages of Mid Wales, and what processes their organisations used for the inclusion of the perceptions of residents and visitors in policy formulation. This part of the interview was in effect an introduction to the topic of the research, which could also, if necessary be used as a point of comparison with both resident and visitor perceptions. The second part of the interview required the agency representatives to respond to the outcomes of the research. The same questions were read out in each interview, presented in the same order, and are outlined in the following section (also see Appendix 14):

1. *What do you feel are the advantages of Mid Wales?*

What points do agencies pick out as being the advantages of living in, working in or visiting Mid Wales? Are these points similar to those expressed by visitors and residents? The advantages that they highlight may often be the basis for the way in which they market the area, and as such are a component of other people's expectations of the area.

2. *What are the disadvantages of Mid Wales?*

Similarly, what do they accept are the difficulties of the Mid Wales environment, are these problems similar to those expressed by residents and visitors? What points need improvement?

3. *What changes do you envisage for the immediate/ long term future of Mid Wales?*

How far do agencies intend to alter the current structure of the area? What components of Mid Wales need changing, and what processes are likely to alter the area?

4. *What are your recommendations/ policies for future development in the area?*

How do the agencies view their role in creating the future place of Mid Wales; how do they envisage future development in the area?

Questions 5 to 9 were aimed at discovering the methods that exist within these agencies for taking into account the perceptions or opinions of residents and visitors. To what extent do they currently incorporate these perceptions into their policies, and does one group currently have more input than the other. Should one group have more input than the other?

5. *What are the main considerations you take into account in policy formulation?*

6. *How far do you take into account the opinions of residents and visitors?*

7. *What methods do you use to access these perceptions?*

8. *Should the recommendations of one group (residents and visitors) have more weighting than the other? Which group? Why?*

9. *Does one group currently have more influence than the other? In what ways?*

Questions 10 to 14 were aimed at obtaining responses to some of the preliminary outcomes of the research, which had generated perceptions of the landscape and economy of the area, and of the development of health tourism in Mid Wales. The views of residents and visitors were sometimes at odds, and the agency representatives were asked how they would reconcile the two views and incorporate them into a strategy for the future development of the area.

10. *Both residents and visitors felt that new forms of employment in rural areas should be landscape related. How far do you agree with this statement?*
11. *Overall, visitors to the area felt that the economy should be solely centred on the landscape through tourism and agriculture. Whilst residents also felt that these two sectors were important, they also saw the need for the growth of the manufacturing sector. How would you respond to this dichotomy?*
12. *How far do you think that the opinions of visitors should influence future development in Mid Wales?*
13. *The overall perceptions of visitors to the area indicated that they regarded Mid Wales as existing within a bubble inside which nothing should change; on the other hand, residents felt a great need for change in terms of employment and communications. How far would your recommendations for future development reconcile these two views?*
14. *The research found that health tourism is not part of the current image or attraction of Mid Wales, and very few residents or visitors had any interest in using spa facilities. How do you view the future of the spas in Mid Wales?*

These questions comprised the agency interviews. During the time she had spent conducting her research in Mid Wales, the researcher had developed a number of contacts within those agencies. These contacts either agreed to participate in the interviews themselves, or nominated someone whom they felt would make a more appropriate interviewee. The interviews were solely conducted by the researcher at the place of work of the interviewee, and were noted by hand rather than taped. Unlike she had done in the case of the visitor and

resident interviews, the researcher does not present an account of each interview as it occurred as anonymity could not be guaranteed. On the whole, the interviews produced some thought provoking comments, although the degree of interest in the subject area varied greatly from one agency to another, as did the volume of and content of what they had to say. The duration of the interviews varied from twenty-five minutes to two hours. The outcomes of these interviews are discussed fully in the analysis and discussion sections of this thesis.

The Use of Statistics

The Minitab data analysis package was used to handle the information generated by the visitor and resident questionnaires. Its primary use was to sort and tabulate the questionnaire data into a more intelligible form. It was also used to perform statistical tests where applicable.

In addition to describing the results of the questionnaires, the researcher wished to conduct a greater depth of analysis in order to test whether factors such as age, gender, socio-economic group, length of residency, region of origin, and role of respondent (resident and visitor) made any significant difference to response. As no assumptions could be made about the populations, the researcher consequently wanted to find suitable nonparametric tests which would test for significant differences in response between groups.

The researcher initially began to investigate the suitability of the Chi-square test. Chi-square is a nonparametric test which can be used to test whether there is a difference between two or more samples of data expressed in frequency form. Ebdon (1978) illustrated an example of the use of the test for perception studies, which tested for variations between geography students and other students in describing the perception or 'image' they have of their home town. Chi-square therefore seemed to be an appropriate method of distinguishing the place perceptions of different groups. However, when trying to apply the test the researcher discovered that there was a problem - the large number of categories (e.g. age groups, regions) to be tested generated a small number of expected frequencies. The restrictions of Chi-square state that "when the number of categories is greater than two, dubious results can be obtained if there are many small expected frequencies.....not more than one fifth of the expected frequencies should be less than five, and none of the expected frequencies should be less than one" (Ebdon, 1978, p66).

Therefore, the researcher concluded that Chi-square could not generally be applied to the analysis of the factors, unless categories were merged. The researcher then investigated the

applicability of using the Kruskal Wallis H test. The Kruskal Wallis H test is another nonparametric test used for deciding whether there is any significant difference between three or more samples (Ebdon, 1978), and Siegel (1956, p194) states that “ the Kruskal Wallis test seems to be the most efficient of the nonparametric tests for k independent samples.” However, this test could not be applied to investigate differences accounted for by gender, or for visitor/ resident differences. Consequently, the researcher concluded to use a combination of Kruskal-Wallis and Chi-square to test for significant differences in age, socio-economic group, region of origin and length of residency.

The researcher also needed to find a suitable method of testing for significant differences in gender response, and visitor and resident response. The Kolmogorov-Smirnov two sample test is a nonparametric test of whether two independent samples have been drawn from the same population, or from populations of the same distribution (Siegel, 1956). It avoids the main limitation of Chi-square tests - the requirement of sufficient observations within each cell of the contingency table to give rise to sufficiently high expected frequencies (Matthews, 1981). Matthews, 1981, p108, provides an example of how this test may be applied to perception studies; in a study of perception and attitudes towards water management in Canada, a number of questions were directed towards the ‘public’ and ‘professionals’ to find out whether these two sample groups differed in their perception of a range of water management problems. In a similar way, the researcher applied the Kolmogorov-Smirov test to the visitor and resident questionnaire results, and to the responses of the two gender groups in order to test for any significant differences in the perceptions and attitudes of the two groups.

A significance level of 0.01 was decided upon for all tests in order to minimise the likelihood of differences occurring by chance. The Kruskal-Wallis and Chi-square tests were conducted using Minitab, whilst the Kolmogorov-Smirnov test was conducted manually.

Problems Experienced in the Methodological Process

The main problem experienced when the methodology was in its embryonic stages, was trying to find a way of gaining a wide cross section of respondents, as well as allowing for the discussion of the respondents' place perceptions in depth. The time scale allocated for the project, as well as the resources available would not allow for the wide scale interviewing of residents of and visitors to Mid Wales. Conducting the research in such a way, although potentially generating a wealth of discussion, would also prove an operational nightmare for a single researcher in terms of arranging and conducting the interviews and analysing the results. The problem was therefore trying to capture brief insights into the place perceptions of respondents, as well as trying to understand where the perceptions had come from. This has hopefully been achieved by the researcher's use of a dual methodology, whereby she captured brief place perceptions of respondents through street and mail questionnaires, which were then given depth by the perceptions and attitudes described in the interviews.

The visitor questionnaires probably posed the least problems, the only notable one being the refusal of Rhayader leisure centre to allow the researcher to conduct her street questionnaires in their vicinity. This problem was, however, overcome with the co-operation of Welsh Royal Crystal. Delivering the street questionnaire gave rise to very few problems - for the most part respondents seemed happy to take part in the survey and interested in the area of the research. There were a few respondents who seemed less happy to take part and this made the survey situation a little more difficult - however, these respondents also saw the survey through to its conclusion.

The visitor interviews gave rise to a greater number of problems. The major problem was actually finding a method of getting visitors to co-operate with the interviews. Accessing visitors through hotels had initially appeared to be a viable method of conducting a substantial number of interviews. Had the co-operation of hotels in the area been stronger this process had the potential to generate a larger number of completed interviews. However, this co-operation was unfortunately missing, and the research was hampered,

firstly, by only two hotels agreeing to take part in the research, and secondly, by one of those hotels failing to fulfil its part of the agreement by setting up interviews for the researcher.

The interviews that were conducted, did proceed to go well - again respondents seemed happy to take part and generally interested in the research. The full co-operation of only one hotel in the area did, however, mean that the respondents may be biased towards one particular group of people who choose to holiday at that hotel, and the hotel interviews cannot be interpreted as a representative sample of the visiting population. The information gained from these interviews cannot therefore be used on their own to build up a picture of place perceptions of Mid Wales. Instead, this information needs to be carefully interpreted in conjunction with the street questionnaires to provide possible explanations or descriptions of perceptions which arise from the wider street level sample.

For residents, it was more difficult to find a suitable method of targeting most, if not all sectors of the local population. The use of a mail questionnaire hopefully achieved a balance between rural and urban population in proportion to each district of the study area, which was conducted through the use of the 1991 Census of Population in conjunction with the Royal Mail Postcode Directory. Although this method ensured that the questionnaires were sent out in proportion to the number of households found within each ward, it cannot be guaranteed that the returned completed questionnaires would also be in the same proportions, and ensure that a sample be taken from each part of the study area. The delimitation of the study area itself gave rise to a problem; for visitors it had been fairly easy as the samples were taken within the towns themselves. For residents, the surrounding rural area had to be incorporated into the sample, and here the research would have benefited from some previous research indicating the area of significance of the three towns. However, as no such research was available, a circle of ten mile radius was drawn around each town; this was chosen as an appropriate distance because a five mile radius would fail to include an area between the towns, whilst a fifteen mile radius meant the overlap of the towns themselves. These circles were necessary to decide upon which wards should be included within the study area. The wards obviously did not fit exactly within the circles, and it was not possible

to determine how many properties fell within the circles, therefore all wards which were found wholly or partly within the circles were included within the research. This did, however, mean that the boundaries of the sampling area, like the boundaries of Mid Wales, are vague, but were nevertheless felt to present the most representative areally distributed sample that could be achieved. A final problem with the mail questionnaire was that of being unable to control the rate of completions - the return of the completed questionnaires was at a slow, steady pace, but took longer than had been anticipated. This unfortunately left no time for a follow up mailing which the researcher had hoped to conduct in order to increase the volume of responses.

The resident interviews were, like the visitor interviews, difficult to set up. The researcher used local community groups as a way of targeting individuals in the Mid Wales community, which did not produce as many respondents as had been hoped. With those interviews that were arranged, it then proved difficult to sustain a contact as several respondents didn't have telephones; it was somewhat demoralising when the researcher travelled to Mid Wales to conduct one or two pre-arranged interviews to find that the respondent was not at home. Two respondents who completed the interviews suggested that this lack of response from Mid Wales residents could be attributed to a general apathy which prevailed in the area, and a feeling of apathy in the area was actually something which was expressed in some of the interviews themselves. The problem with trying to involve residents in interviews is the danger that those who do agree to take part may well be biased towards those who are more outspoken, and have a greater role in the community. However, this is a problem which is difficult to overcome. After all, individuals when approached always have a choice whether to take part in a research project or not, and it becomes difficult to ensure that all types of people are included.

The questions themselves in all four forms of the survey caused few problems, although it became apparent that some weren't necessary, or were not as relevant to the research as had originally been envisaged. For example, question 7 in the visitor interviews attempted to use

pictures and photographs to get respondents to start thinking about landscapes, and how they related to them. The researcher did not, however, feel that this question generated any useful information, and it was subsequently omitted from the resident interviews, and is not included in the analysis. Likewise, both visitor street questionnaires and interviews collected information about the preferred type of holidays of respondents, but on reflection was felt to add little value to the research, and as such was omitted from the analysis.

The main overall methodological problem was probably the attempt to fit so many different forms of data collection methods into the research period. This was, more than anything else, a problem of timing, which led to several of the other problems which have been already described. It was difficult to organise and conduct the creation, sampling and delivery of four similar, and yet different surveys. Having said this, the researcher still feels that all forms of survey are necessary components of the research project and so had to be conducted.

Two important lessons were learnt from the methodological process - firstly, on reflection the researcher feels that each form of survey should have been far more focused, with a limited range of questions which would have been more manageable in the research period - some questions turned out to be superfluous to requirements which should have been omitted before the surveys were conducted. Secondly, there was a lesson of time management - the timing of the surveys could have been planned better. The researcher waited to see how the visitor street questionnaire had progressed before planning the resident survey; with hindsight, there was no reason why the resident mail survey could not have been conducted at the same time as the visitor street questionnaire which would have allowed time for a second mailing as well as a longer period devoted to the interviews.

Chapter 6: The Responses Described

“It is a capital mistake to theorize before one has data.”

Sir Arthur Conan Doyle.

The Memoirs of Sherlock Holmes. The Crooked Man.

A Profile of Visitors

The visitor street survey generated interviews with a total of 416 visitors to Mid Wales. These respondents were interviewed at the three main sites during the summer period, and the sample inevitably consisted of people with a wide range of characteristics and identities. The description and further examination of these characteristics is important on two levels. Firstly, a descriptive profile of the visitors could be built up which could subsequently be compared with a profile of residents. Secondly, the researcher wanted to assess the relationship between her visitor sample and usual visitors to Mid Wales, therefore attempting to gauge the representativeness of the sample; this could hopefully be achieved by general comparison with a Mid Wales visitor profile compiled by the Wales Tourist Board.

The Wales Tourist Board (WTB) profile for 1992 is an amalgamation of statistics collated from the United Kingdom Tourism Survey (1992), the International Passenger Survey (1991), and the WTB's own hotel occupancy survey and demand monitoring survey. However, it should be realised that the two surveys (WTB and researcher's own) are not strictly directly comparable; the WTB profile defines Mid Wales as being made up of Northern Dyfed, Southern Gwynedd and Northern Powys, whereas the researcher's own study area is only comprised of Northern Powys. Unfortunately, this does mean that differences between the two groups may be attributed to areal variations in visitors to Mid Wales as a whole. It should also be realised that the WTB profile is itself derived from a series of samples and not from the entire visiting population; consequently, the WTB profile itself can only be assumed to be representative. Nevertheless, as official figures were not available on a smaller scale, the Mid Wales profile lends a useful, if approximate method of examining the representativeness of the sample.

The researcher's sample can be compared with the WTB profile in terms of the ratio of domestic to international visitors, origin of domestic visitors, origin of international visitors, purpose of visit, mode of transport, gender, and socio-economic status.

Unfortunately, differences in age groupings used by the researcher and the Wales Tourist Board mean that the sample populations can not be compared in terms of age. The age range of the researcher's sample are therefore only described.

A total of 90% of the sample were domestic visitors, which compared well with the WTB profile which had noted that 88% of visitors to Mid Wales were from domestic origins. For these respondents, their origins within the United Kingdom were variable, but again compared favourably with the WTB profile.

Table 1: Region of Origin of Domestic Visitors

Region	Researcher's Sample (%)	WTB Sample (%)
North	1	0
Yorks/ Humber	3	4
North West	11	16
East Midlands	3	4
West Midlands	19	30
East Anglia	10	3
South East	22	21
South West	13	4
Wales	16	17
Scotland	1	0
N.Ireland	1	1

As can be seen from Table 1, in both samples the three main areas of origin were the West Midlands, the South East, and other parts of Wales. The North West was also seen to be a significant region of origin in both samples. The main areas of departure of the two samples related to East Anglia and the South West. These areas accounted for 10% and 13% respectively of the researcher's sample, whilst for the WTB sample accounted for only 3% and 4% respectively, which could possibly be explained by the over representation of coach parties on particular days during the survey time.

Figure 8: Origin of International Visitors to Mid Wales

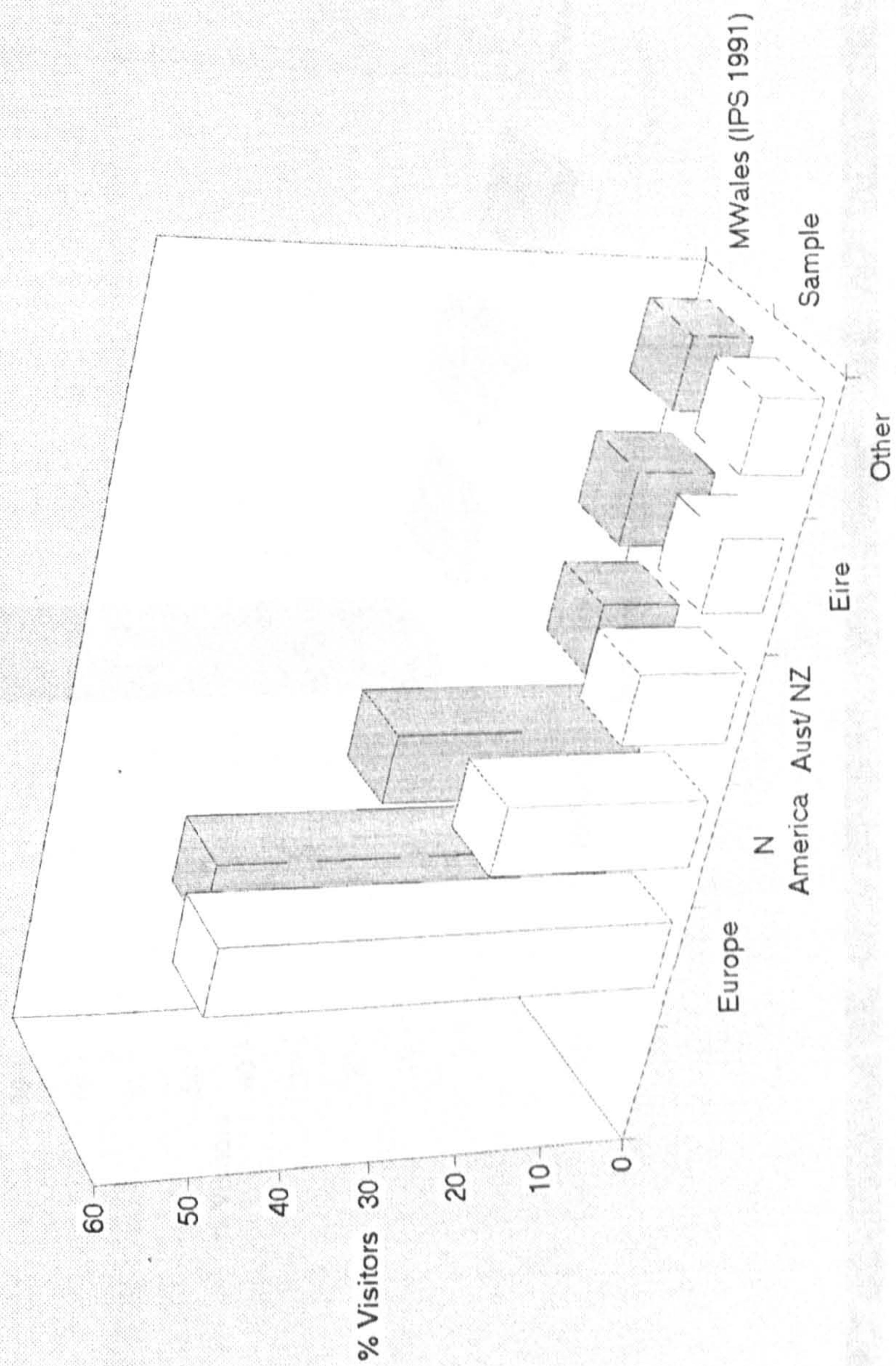


Figure 9: Purpose of Visit of Visitor Respondents

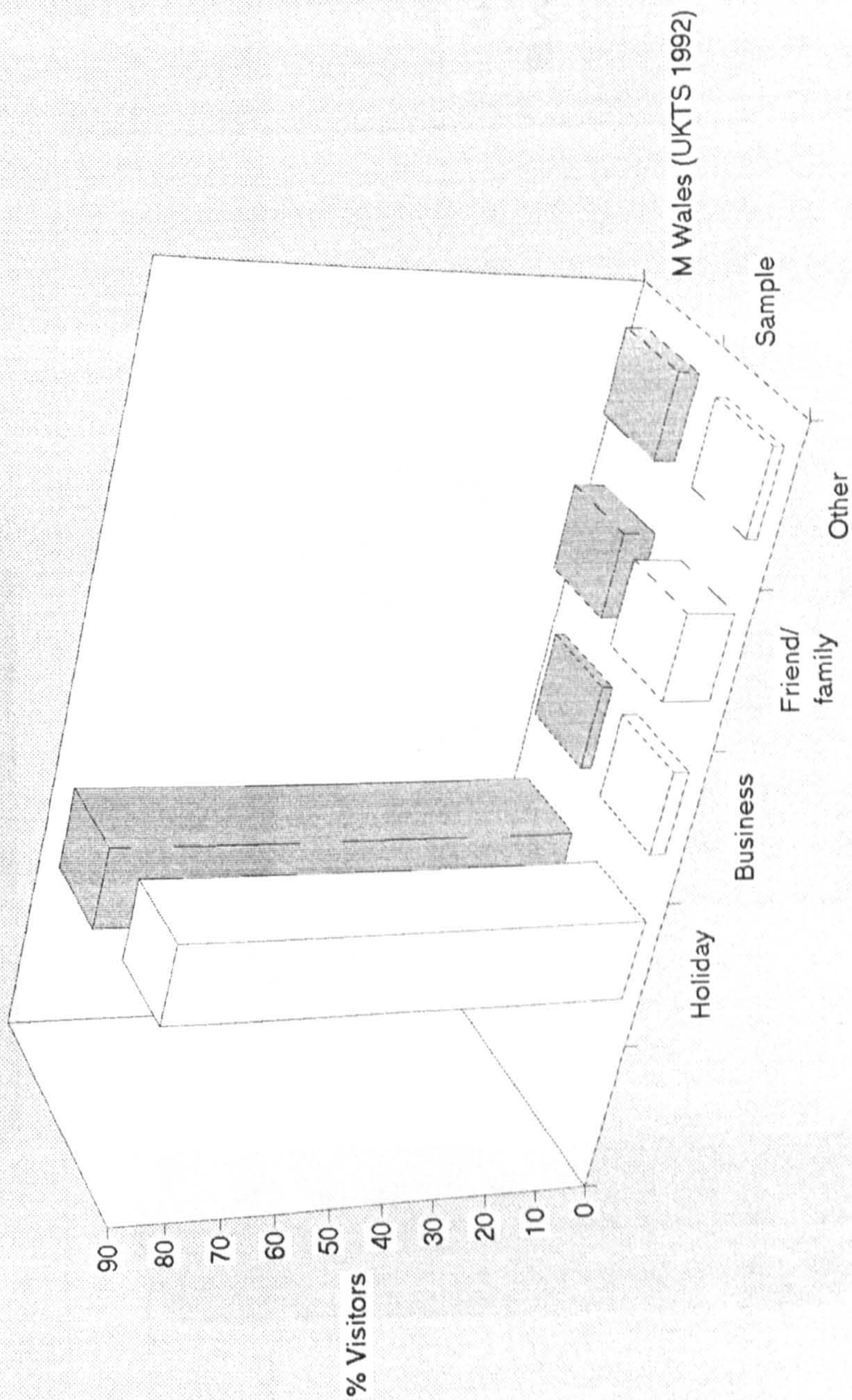


Figure 10 : Mode of Transport of Visitors

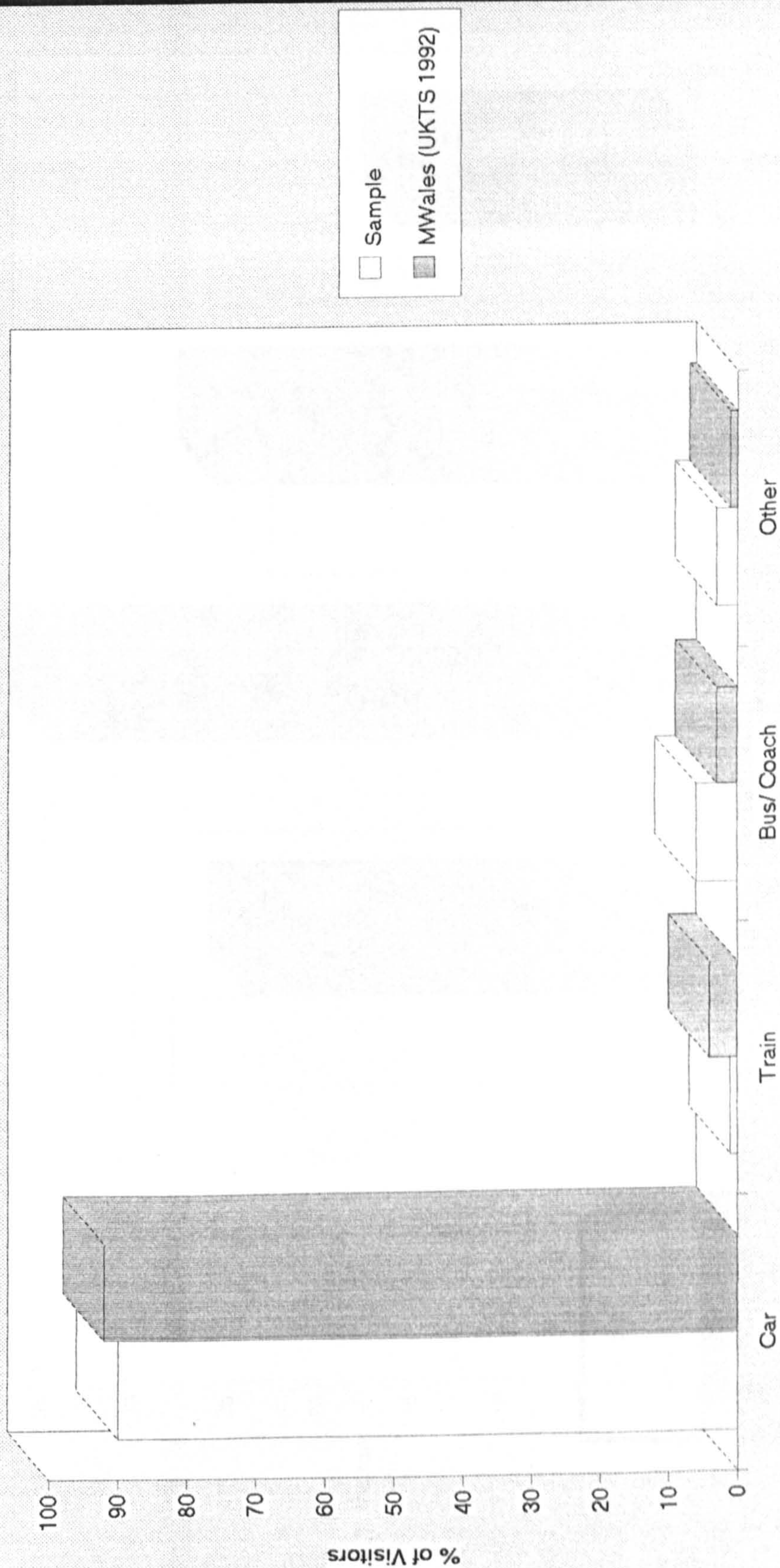


Figure 11: Socio-economic Group of Visitors

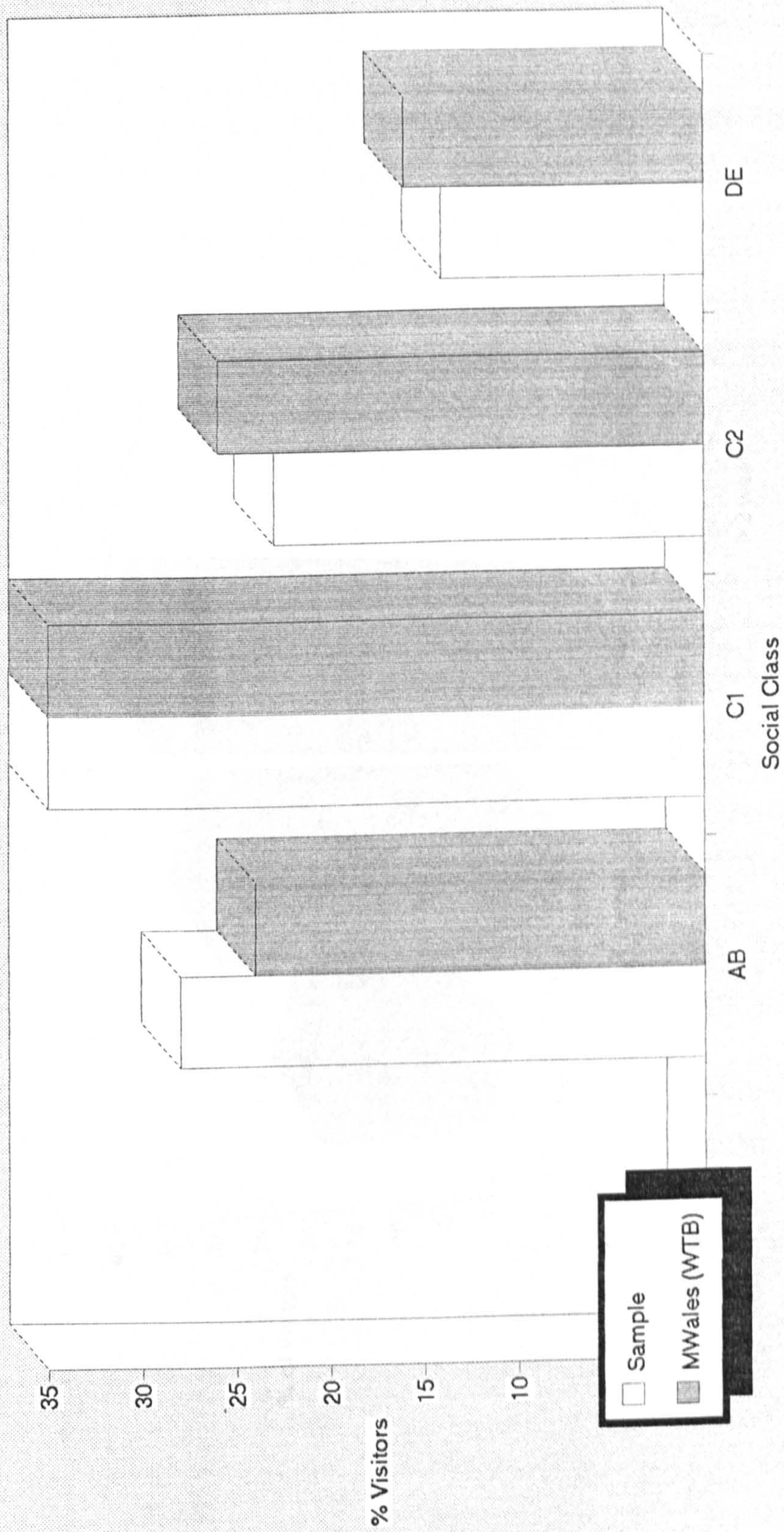
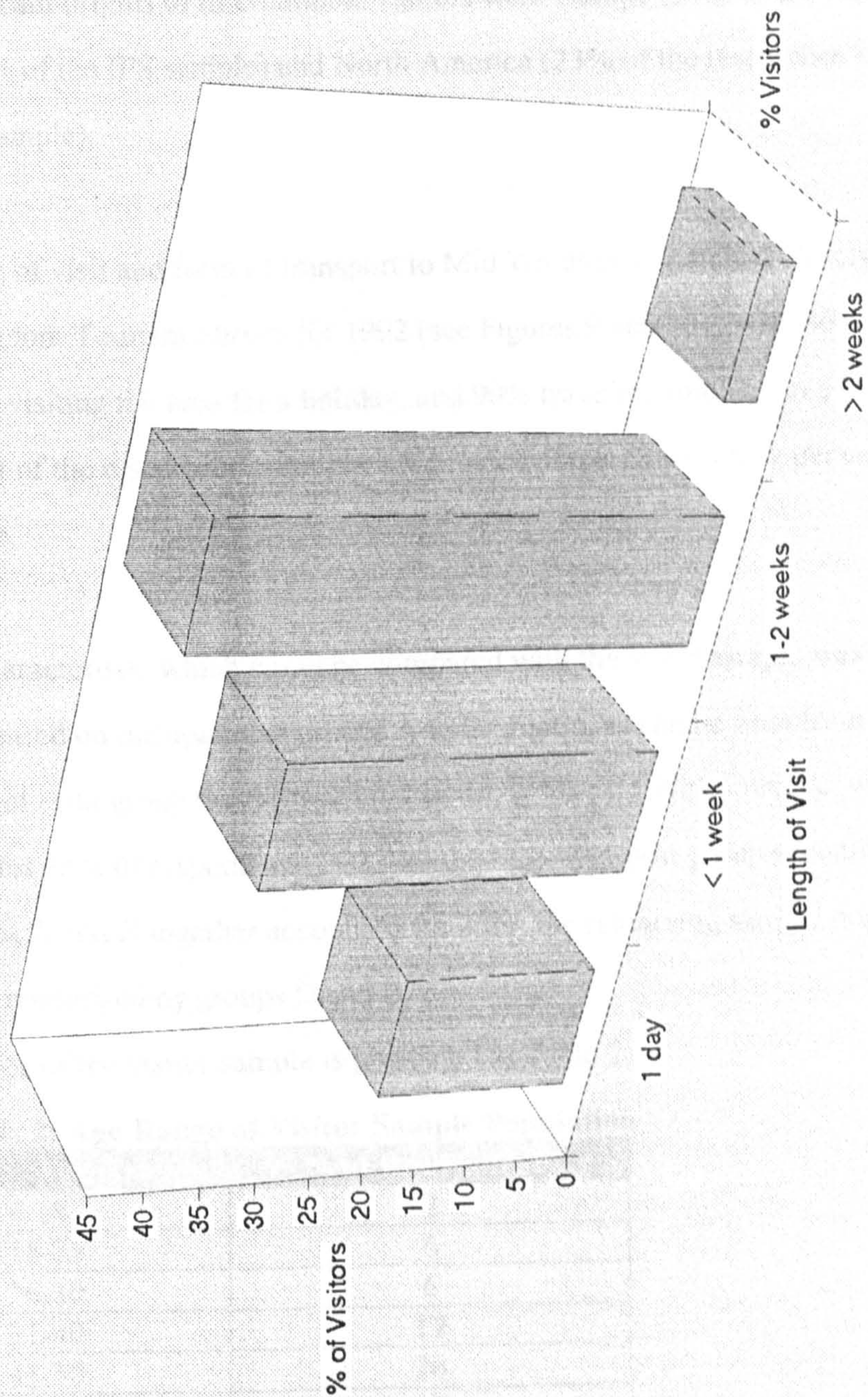


Figure 12: Length of Visit of Visitor Respondents



International visitors consequently comprise 10% of the sample population, and their origins match closely with the International Passenger Survey (IPS) findings of 1991 (as published by the Wales Tourist Board in their profile). As can be seen from Figure 8, the most significant origins of international visitors were Europe (51% of the researcher's sample; 46% of the IPS sample) and North America (23% of the researcher's sample; 29% of the IPS sample).

The purpose of visit and form of transport to Mid Wales also matched closely to the United Kingdom Tourism Survey for 1992 (see Figures 9 and 10), with 86% of respondents visiting the area for a holiday, and 90% traveling into the area by car. Fifty-five per cent of the researcher's sample were male compared with fifty per cent of the WTB profile.

The final characteristic which could be compared with the WTB sample was social class, which was based on occupational groups A to E. Again, as can be seen from Figure 11, the proportions of each group was very similar to the WTB Mid Wales profile, with group C1 accounting for 35% of respondents. C2 was the second largest group accounting for 23%, whilst groups A and B together accounted for 28%; the remaining sample population (14%) were comprised by groups D and E.

The age range of the visitor sample is presented in Table 2.

Table 2: Age Range of Visitor Sample Population

Age Group	% of Respondents
< 18	2
18-25	6
26-30	6
31-40	17
41-50	26
51-60	19
61-70	17
70+	10

Nearly 60% of respondents were aged between 31 and 60, with 26% being in the 41-50 age group. Whilst only 14% of respondents were aged 30 or under, the popularity of the area for the older age groups can be inferred from the percentage of respondents aged 61 and over at 27%. It was discovered that 58% of respondents had visited Mid Wales on a previous occasion, and the degree of familiarity respondents have with the area might in consequence be expected to differ from respondent to respondent. The visitors were also asked how long they were staying in the area. From Figure 12 it can be seen that the most common length of visit was 'between one and two weeks' with 'less than a week' following close behind. Day visitors comprised 18% of respondents, whilst visitors staying for more than two weeks accounted for only 3%.

A Profile of Residents

The resident mail questionnaire generated 473 useable responses from residents who possessed a wide range of different personal characteristics. This section describes the characteristics of the resident respondents, and compares them to the population characteristics found in the 1991 Census of Population. The number of factors used to characterise the resident population are fewer than those used to describe the visitor population - this is partly due to the nature of a resident population; questions such as mode of transport, and region of origin are obsolete. Additionally, the researcher made a conscious decision to avoid questions that were possibly too personal, such as those require details of car ownership and housing tenure. Consequently, the age and gender of the population are compared to the equivalent 1991 Census figures for Radnorshire and Brecknock, and the socio-economic status and length of residency of respondents are also described.

Table 3 illustrates the age range of the resident sample population, and compares it with the 16+ population of the districts of Brecknock and Radnorshire listed in the 1991 Census of Population.

Table 3: Age Range of Resident Respondents

Age Range	Researcher's Sample (%)	Brecknock & Radnorshire 1991-Census (%)
16-18	1	3
18-25	3	12
26-30	5	8
31-40	15	16
41-50	18	18
51-60	21	13
61-70	17	15
70+	20	15

From Table 3, it can be observed that the main variation between the 1991 Census figures and the researcher's own sample relates to the 18-25 and 51-60 age groups. As can be seen, within the researcher's sample, the 18-25 age group is under represented whilst the 51-60 age group is over represented. This may be a response to a higher level of interest in

the research by the older age groups, or to retired respondents having a greater amount of freetime to complete the questionnaire.

From Figure 13 it can be seen that the gender of the resident sample was very similar to that of the 1991 Census figures for Brecknock and Radnorshire, with female respondents forming the marginally larger group (55% of the researcher's sample; 51% of the 1991 Census Sample). Figure 14 illustrates the socio-economic group of the respondents. It can be seen that by far the largest group represented was socio-economic group C1, accounting for 48% of respondents. C2 formed the second largest group of respondents with 18% of the total, whilst the smallest groups represented were group 'A' and students, both accounting for 2% of the total. Lastly, Figure 15 shows the length of residency of respondents. 44% of the sample group had lived in Mid Wales all their lives, 25% had lived in the area for over 15 years, and 22% had lived there between 5 and 15 years.

Figure 13: Gender of Resident Respondents

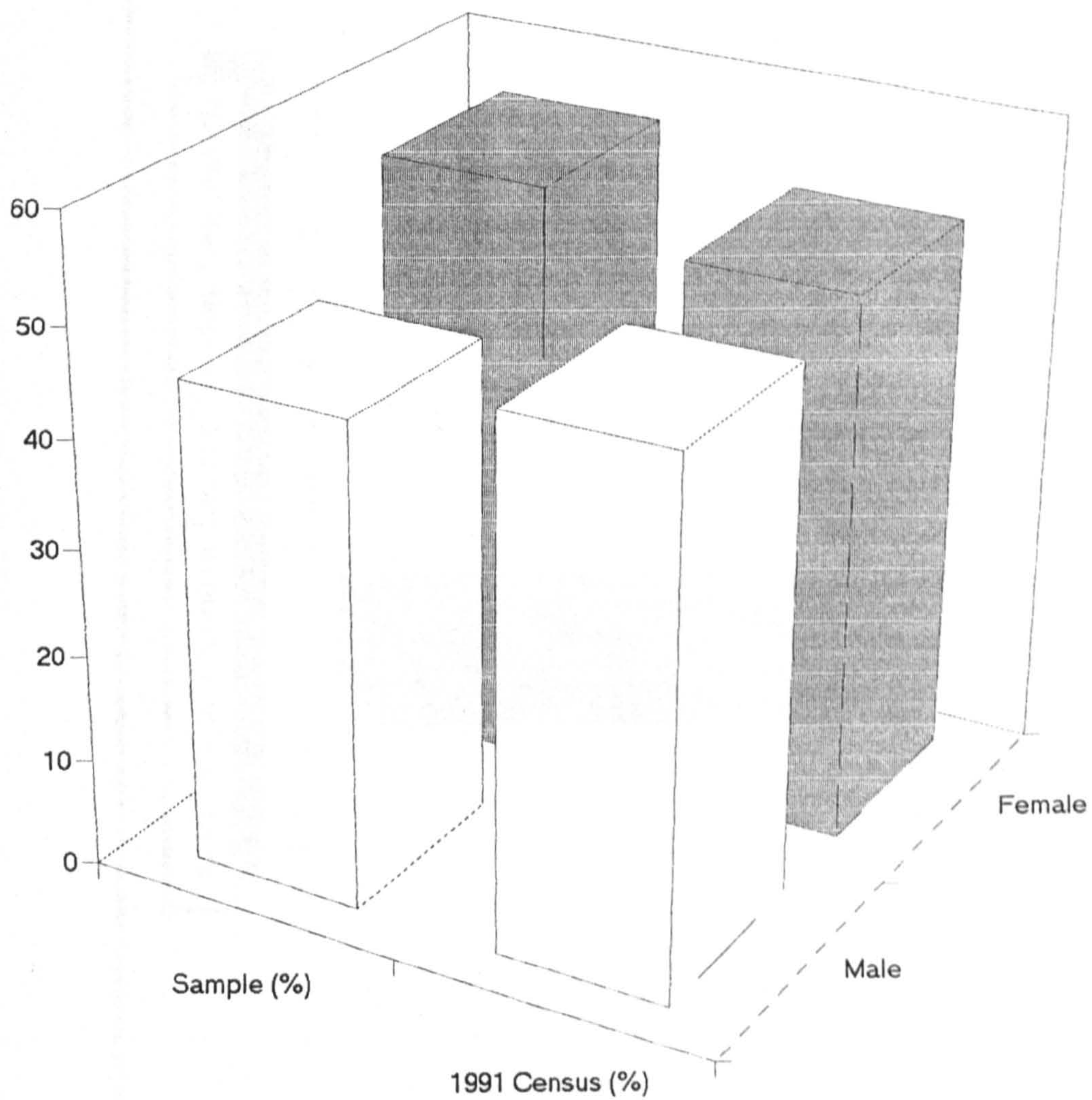


Figure 14: Socio-economic Group of Resident Respondents

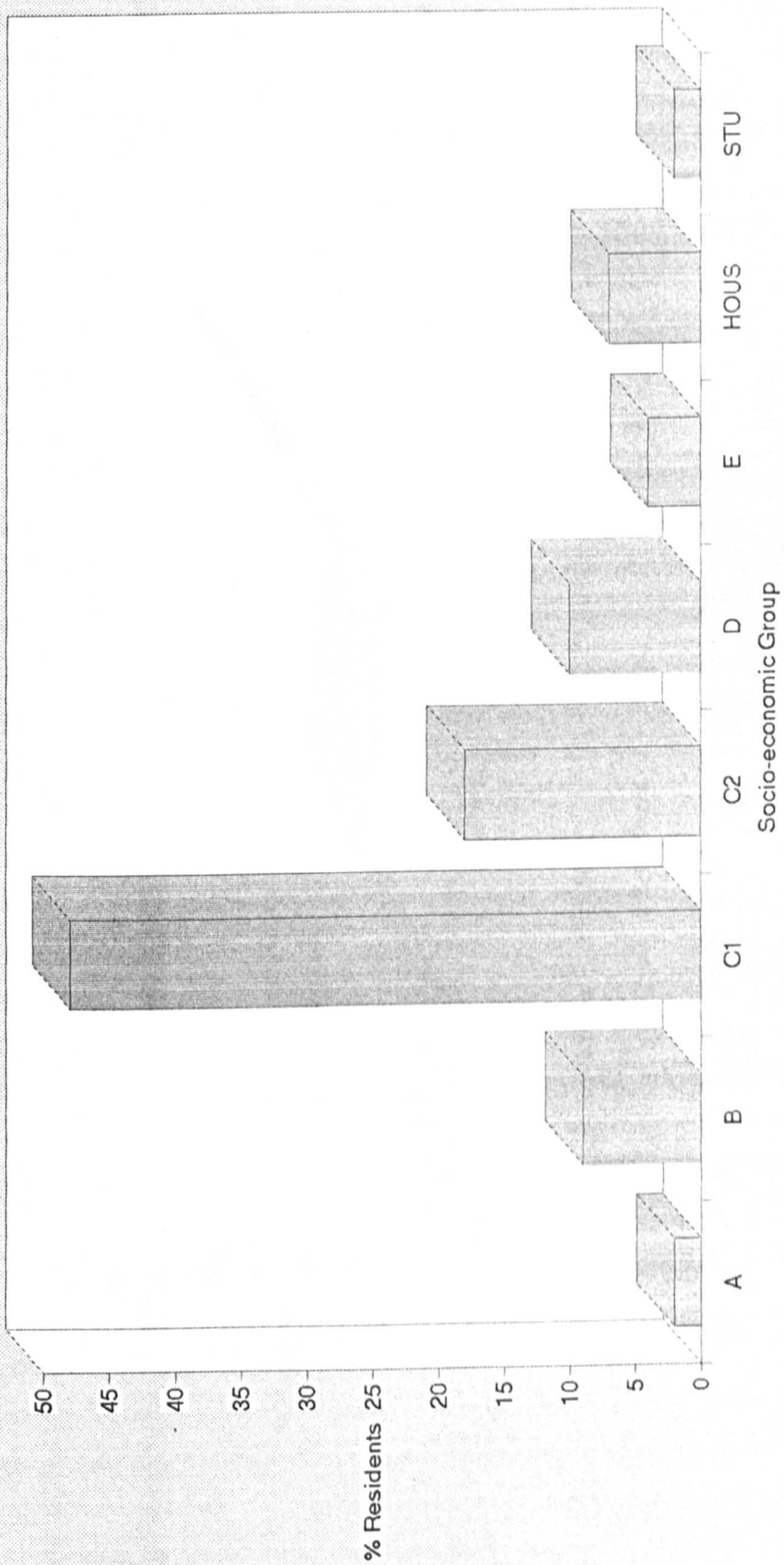
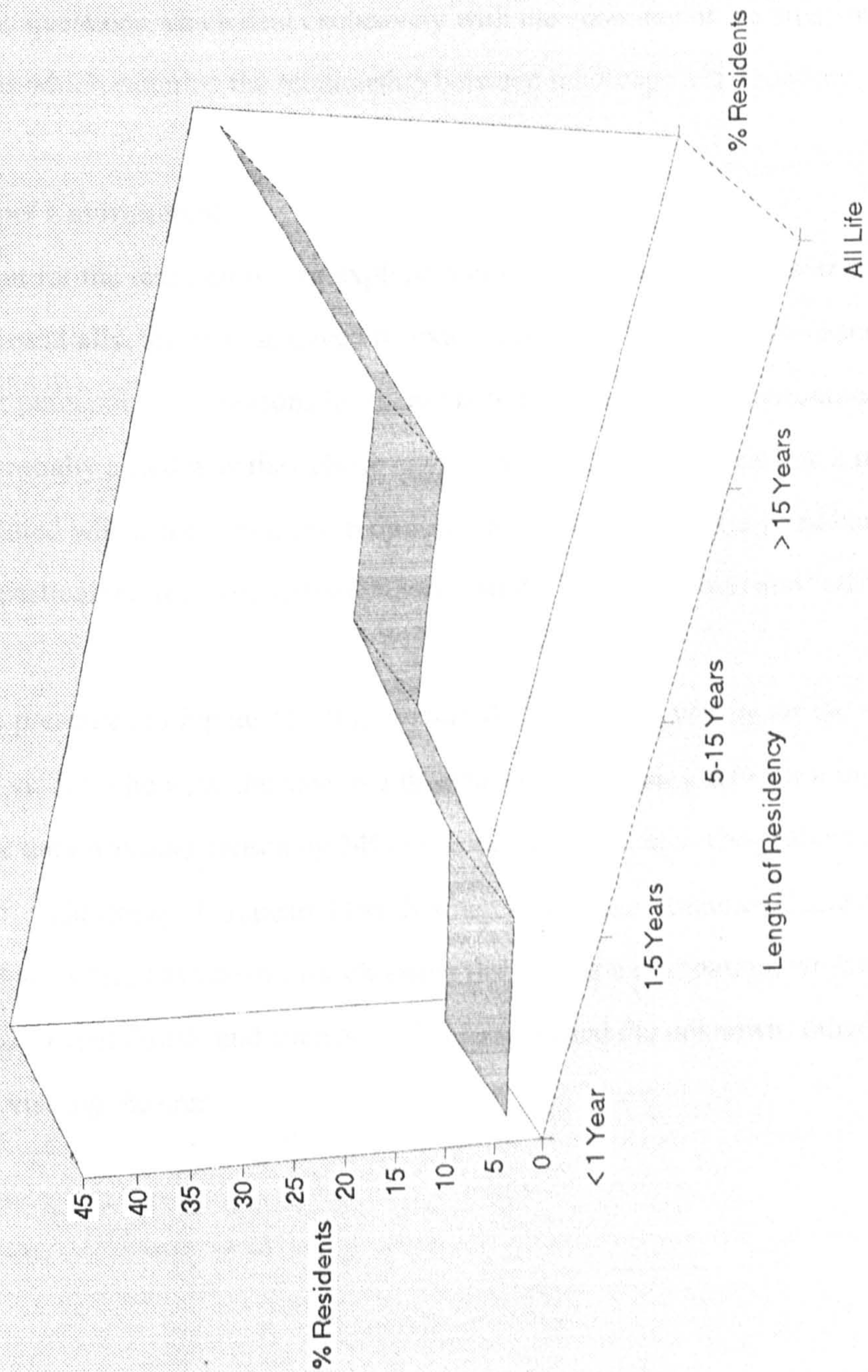


Figure 15: Length of Residency of Resident Respondents



The Visitor Responses Described

The visitor questionnaire responses are described and analysed in three sections. Firstly, those questions which deal exclusively with the landscape and environment of Mid Wales; secondly, those questions which deal exclusively with the economy of the area, and lastly, those questions which examine the relationship between landscape and economy.

The Landscape/ Environment

A starting point for the research was to explore visitor perceptions of the environment of Mid Wales. Essentially, this was achieved by examining the way in which respondents described their perception' the reasons for them visiting that particular environment.

Visitors were initially asked why they chose to visit the area. For this question a response card was presented which contained seven options: landscape, heritage, a good base for sightseeing, a particular attraction/ festival, sport/activity, family/ friends and 'other'.

The results are presented in Figure 16. It is evident that landscape was by far the main motivation for visitors choosing the area as a destination, accounting for over a third of responses. The area was also chosen by 24% of respondents because they believed it to be a good base for sightseeing. It appeared that heritage, particular attraction/ festival or sport/ activity hardly rated as reasons for choosing the area as a destination, whilst 12% were in the area to visit family and friends, and 18% specified the unknown 'other' as a motivation for visiting the area.

Figure 16: Visitor Respondents' Reason for Choosing Mid Wales as a Destination

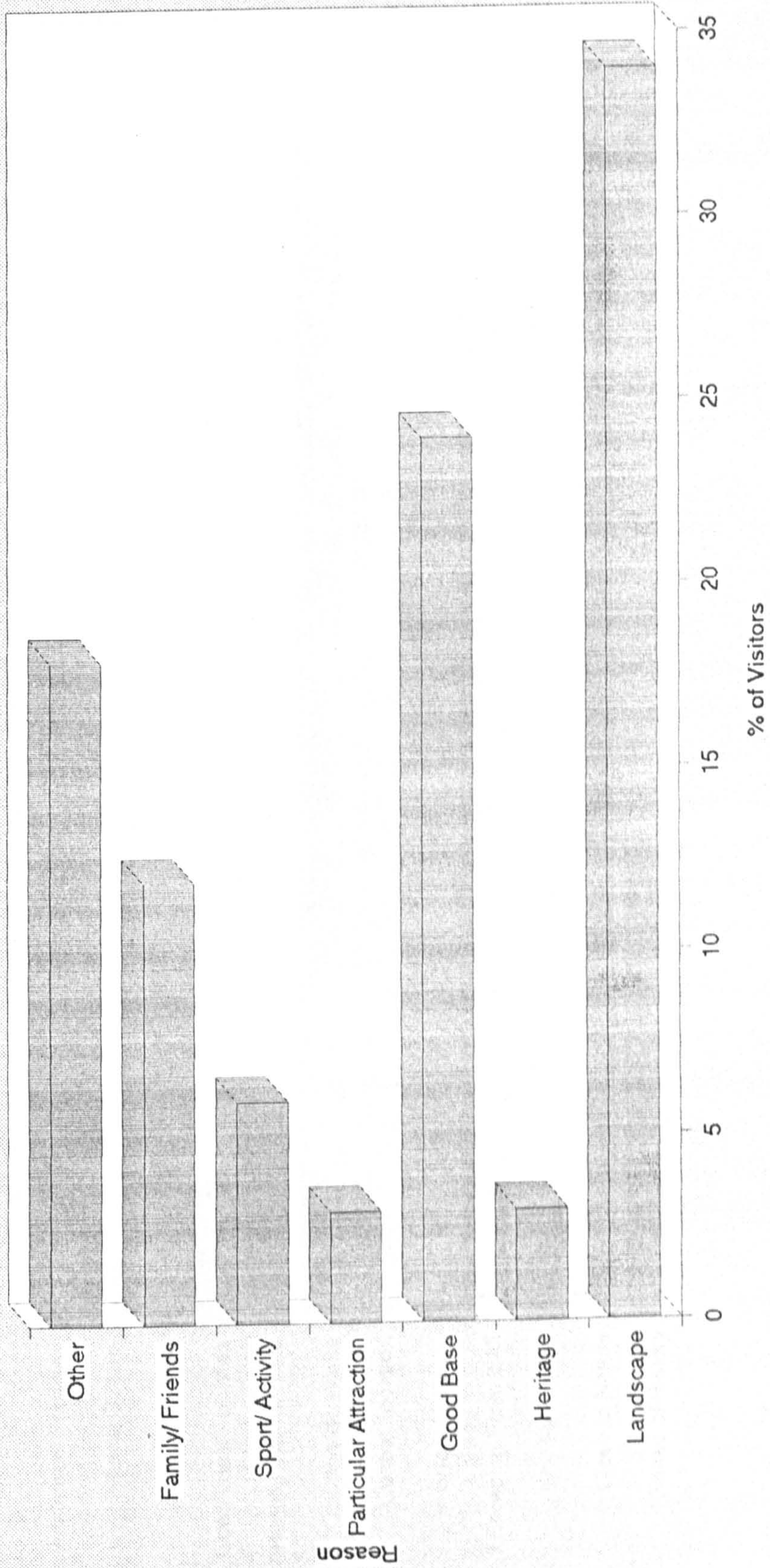
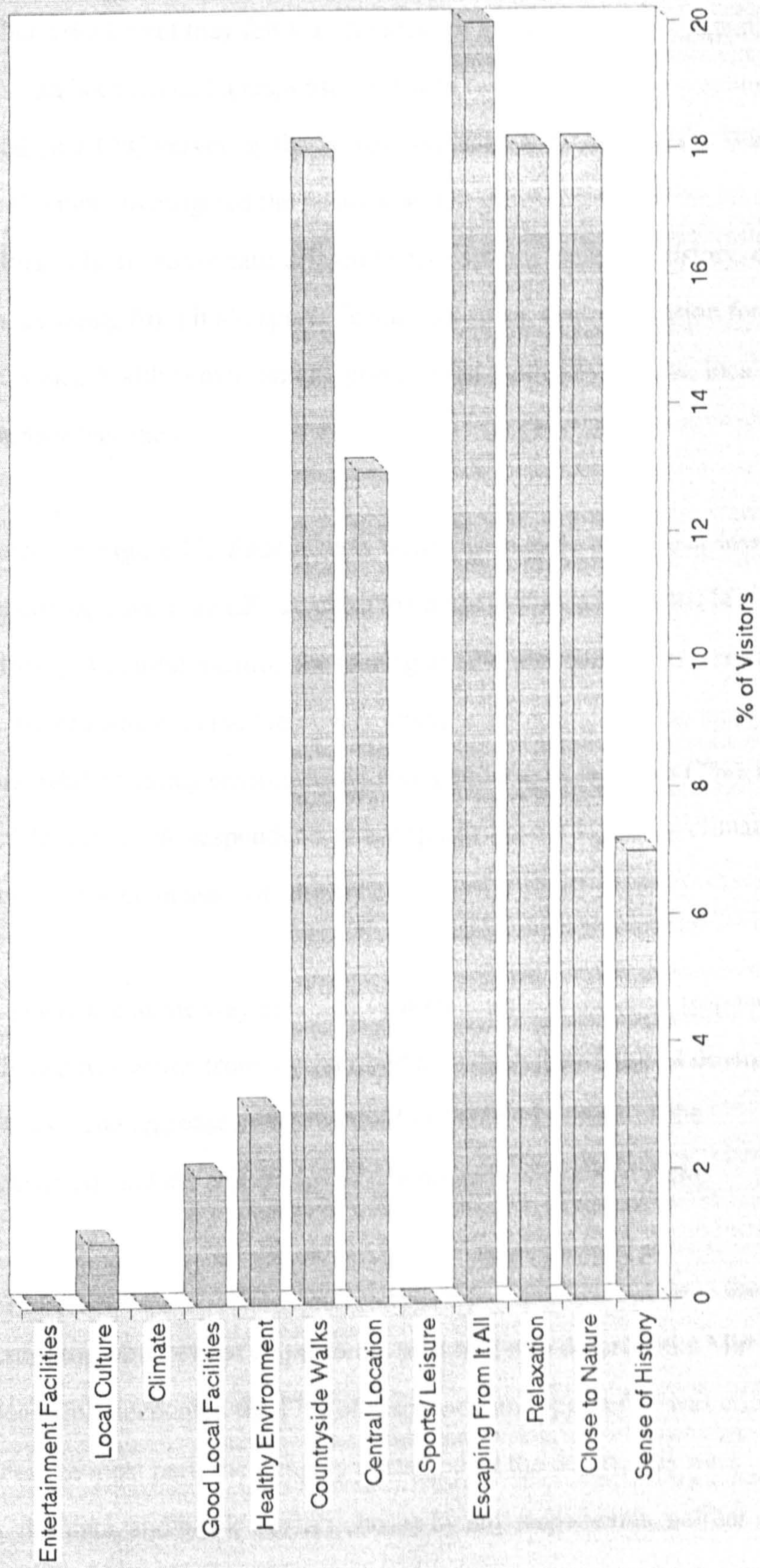


Figure 17: Visitors Respondents' Choice of Main Asset of Mid Wales



Respondents were then asked what they felt was the greatest asset of the area. Again, for this question visitors had been handed a response card with twelve alternative responses which had been based on a 1985 survey by the Wales Tourist Board, 'Attitudes to Wales as a Tourist Destination' which investigated the positive and negative aspects of the country as perceived by visitors. The response card offered twelve options' sense of history, close to nature, relaxation, escaping from it all, sports/ leisure facilities, central location for touring, countryside walks, healthy environment, good tourist facilities, climate, local culture and entertainment facilities.

The results are presented in Figure 17. Four aspects were shown to be of more or less equal importance - escaping from it all (20%), close to nature (18%), relaxation (18%) and countryside walks (18%). A central location for touring at 13% also seemed to be quite an important factor. Sense of history seemed relatively unimportant, chosen as the main asset by only 7% of visitors, whilst healthy environment (3%), good tourist facilities (2%), and local culture (1%) hardly rated. No respondents chose sports/ leisure facilities, climate and entertainment facilities as the main asset of the area.

In order to gain some insight into the way in which visitors described the area, respondents were also asked to choose two words from a prescribed list which they felt best described the landscape of the area. The responses are presented in Table 4 in terms of the frequency that they occurred, and the percentage of respondents who chose them.

Visitor responses were concentrated on three main descriptors - 'picturesque' was the most popular choice of descriptor with 24% of respondents selecting it to describe the Mid Wales landscape. 'Beautiful' accounted for 17% of responses, and 'peaceful' was chosen by 15% of visitors. For the most part, the imagery portrayed by the descriptors were positive - oppressive, desolate, and bleak weren't chosen by any respondents, neither were 'interesting', 'undulating' or 'urban'. 'Scenic', 'barren' and 'green' were only chosen by 1% of respondents, and only 3% of visitors chose to describe the area as 'historical'.

Table 4: Visitors Choice of Description for the Landscape of Mid Wales

Descriptor	Frequency	% Visitors
Rural	71	9
Picturesque	198	24
Scenic	6	1
Rugged	59	7
Tranquil	43	5
Barren	9	1
Interesting	0	0
Undulating	2	0
Beautiful	143	17
Urban	0	0
Mountainous	87	10
Historical	18	3
Natural	65	8
Peaceful	120	15
Oppressive	1	0
Desolate	0	0
Green	10	1
Bleak	0	0

A number of questions were arranged in a matrix format in the questionnaire; these were statements with which the respondents were asked to specify whether they strongly disagreed, disagreed, didn't know or were unsure, agreed or strongly agreed. Three of these six statements related to the feelings that respondents had about nature and the environment. The results are presented in Tables 5, 6 and 7.

Table 5: Statement 1: 'There is no such thing as unspoilt nature.'

Level of Agreement	No. Visitors	% Visitors
Strongly Disagree	25	6
Disagree	250	20
Don't Know/ Unsure	8	2
Agree	119	29
Strongly Agree	14	3

A slightly higher percentage of visitors seemed to agree with the statement 'there is no such thing as unspoilt nature;' 32% of respondents agreed or strongly agreed with the statement compared with 26% who disagreed or strongly disagreed.

Table 6:Statement 6'Everyone needs to be surrounded by nature once in a while.'

Level of Agreement	Number of Visitors	% Visitors
Strongly Disagree	0	0
Disagree	7	2
Don't Know/ Unsure	3	1
Agree	222	53
Strongly Agree	184	44

An overwhelming 97% of visitors felt that everyone needs to be surrounded by nature once in a while; 44% strongly agreed with this statement.

Table 7:Statement 6'Differences in the weather affect the way I feel about a place.'

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	12	3
Disagree	134	32
Don't Know/ Unsure	15	4
Agree	200	48
Strongly Agree	55	13

Here there seemed to be no overwhelming decision one way or another. A larger percentage of respondents agreed to some extent that differences in the weather affect the way they feel about a place at 61%, compared with 35% disagreeing or strongly disagreeing.

The Economy

A major part of the research was to examine perceptions of the economy of Mid Wales. Respondents were asked to choose two forms of economic development which they thought were suitable for the area. Here again, a response card was offered which contained a list of standard industries, and included two forms of tourism. The responses are presented in Table 8, in terms of the frequency that they occurred, and the percentage of respondents who chose them.

Table 8: Visitors' Preferred form of Economic Development for Mid Wales

Industry	Frequency of Response	% Visitors
Heavy Industry	5	1
Light Manufacturing	5	1
Heritage Tourism	282	33
Office Development	5	1
Chemical Industry	0	0
Health and Leisure Tourism	233	28
Retail Development	6	1
Product Research and Development	9	1
Hi-tech Industry	31	4
Extractive Industries	256	0
Agriculture/ Forestry/ Fishing	0	30

The visitors seemed to favour the three forms of economic development which relate most closely to the landscape or environment of Mid Wales itself. The two forms of tourism - heritage, and health and leisure, accounted for 61% of responses, which may in itself be a reaction to their role as visitors in the area. Again, in keeping with the landscape of the area, a substantial proportion of visitors felt that agriculture was an important economic activity for the area, with 30% of visitors choosing this economic activity.

One aspect of tourism, and subsequently of the local economy which was of particular interest given the recent move by the British Spa Federation and the local authorities in the area was health tourism. Given its historic importance, allied to this recent interest, the research undertook to examine whether health tourism is currently part of the identity or economy of Mid Wales. Visitors were asked what they felt was meant by the term 'health tourism'. For this question, visitors were presented with a response card containing six definitions of health tourism, as well as the 'don't know' option. The results are presented in Table 9.

Table 9: Visitors’ Perceptions of Health Tourism

Definition	Number of Visitors	% Visitors
Activity Holidays	134	32
Health Farms	52	13
Hotels with Leisure Clubs	33	8
Health Spas	45	11
Seaside	10	2
Travel with Medical Treatment	7	2
Don’t Know	6	32

About a third of visitors (32%) were unaware of the term. The most popular definition chosen was activity holiday, accounting for 32% of visitors. Surprisingly, considering the history of the spas in the area, only 11% of visitors associated the term health tourism with health spas. The research then proceeded to ask respondents whether they had ever visited a spa for health or leisure, or whether they would be likely to in the future. Only 2% of respondents had visited a spa for health, whilst 11% said that they had visited a spa were slightly more encouraging for spa enthusiasts - 36% of respondents said they would consider it for health purposes, whilst 40% expressed that they would consider visiting a spa for leisure.

Landscape Versus Economy

As the results have been emerging, it has been possible to see how the landscape and economy are interrelated, and can potentially impact upon one another. In the questionnaires, the respondents were asked to what extent they agreed (strongly agree through to strongly disagree) with a series of statements. Three of these related to the dichotomy between preservation of landscape and economic development. the results are presented in Tables 10, 11 and 12.

Table 10: Statement 2 ‘Preserving the environment is a luxury when jobs need to be created’

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	49	12
Disagree	262	63
Don’t Know/ Unsure	33	8
Agree	65	15
Strongly Agree	7	2

A large percentage of visitors disagreed that preserving the environment is a luxury when jobs need to be created, a total of 75% disagreed to one extent or another.

Table 11: Statement 3 ‘Areas of landscape beauty are a resource that should be drawn upon by tourism’

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	3	1
Disagree	55	13
Don’t Know/ Unsure	40	10
Agree	279	67
Strongly Agree	39	9

Over three quarters of respondents agreed to one extent or other that areas of landscape beauty are a resource that should be drawn upon by tourism.

Table 12: Statement 4 ‘New forms of employment in rural areas should be landscape related’

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	3	1
Disagree	31	7
Don’t Know/ Unsure	35	9
Agree	289	69
Strongly Agree	57	14

An overwhelming 83% of visitors agreed that new forms of employment in rural areas should be landscape related.

The Resident Responses Described

In a similar way to the visitor questionnaire, the resident questionnaire responses are described and analysed in three sections. Firstly, those questions which deal exclusively with the landscape and environment of Mid Wales; secondly, those questions which deal exclusively with the economy of the area, and lastly, those questions which examine the relationship between landscape and economy.

The Landscape/ Environment

In order to try and gain some insight into the way in which they perceived the landscape and environment of Mid Wales, visitors were initially asked why they chose to visit the area. In a similar question, residents were asked what was their prime reason for choosing Mid Wales as a place to live. The results are presented in Figure 18. 44% of respondents specified that they had always lived in the area. For the remaining 56%, the main reasons for moving into the area seemed to be job related, and to be close to family and friends. If the results are adjusted to take into account only those who had moved into the area, they look as Figure 19. It can be seen that 33% of in migrants said that they had moved into the area because of their job, whilst 30% had moved to be closer to family and friends. Landscape, accounting for responses from 20% of in-migrants, although not one of the main factors, still seemed to be an important consideration.

As with the visitor questionnaires, respondents were then asked to specify what they felt was the greatest asset of the area. Residents were asked to choose from the same twelve options as visitors - sense of history, close to nature, relaxation, escaping from it all, sports/ leisure facilities, central location for touring, countryside walks, healthy environment, good tourist facilities, climate, local culture and entertainment facilities.

Figure 18: Resident Respondents' Reason for Choosing Mid Wales as a Place to Live

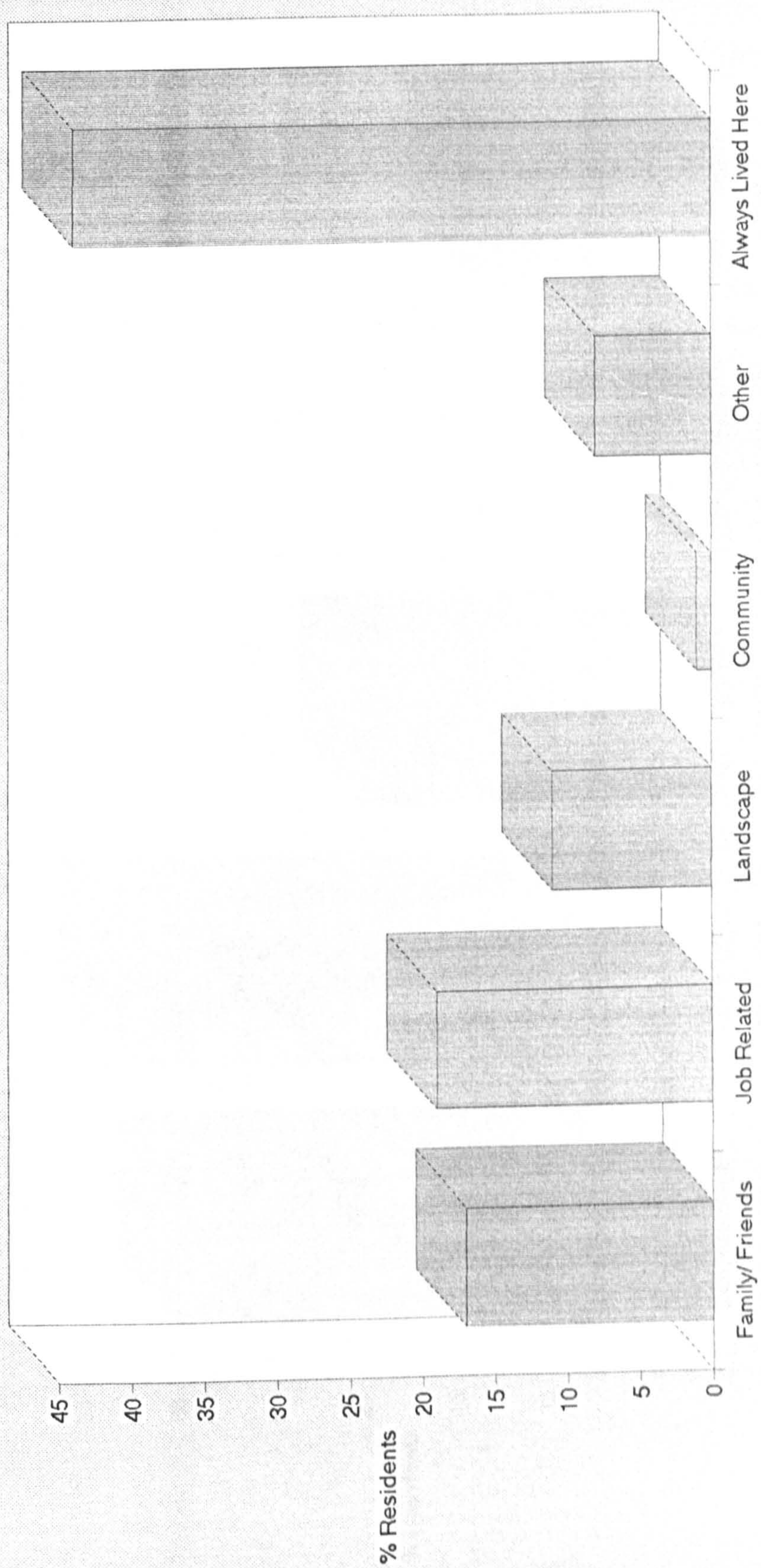


Figure 19: Resident Respondents' Reason for Choosing Mid Wales as a Place to Live (In-migrants Only)

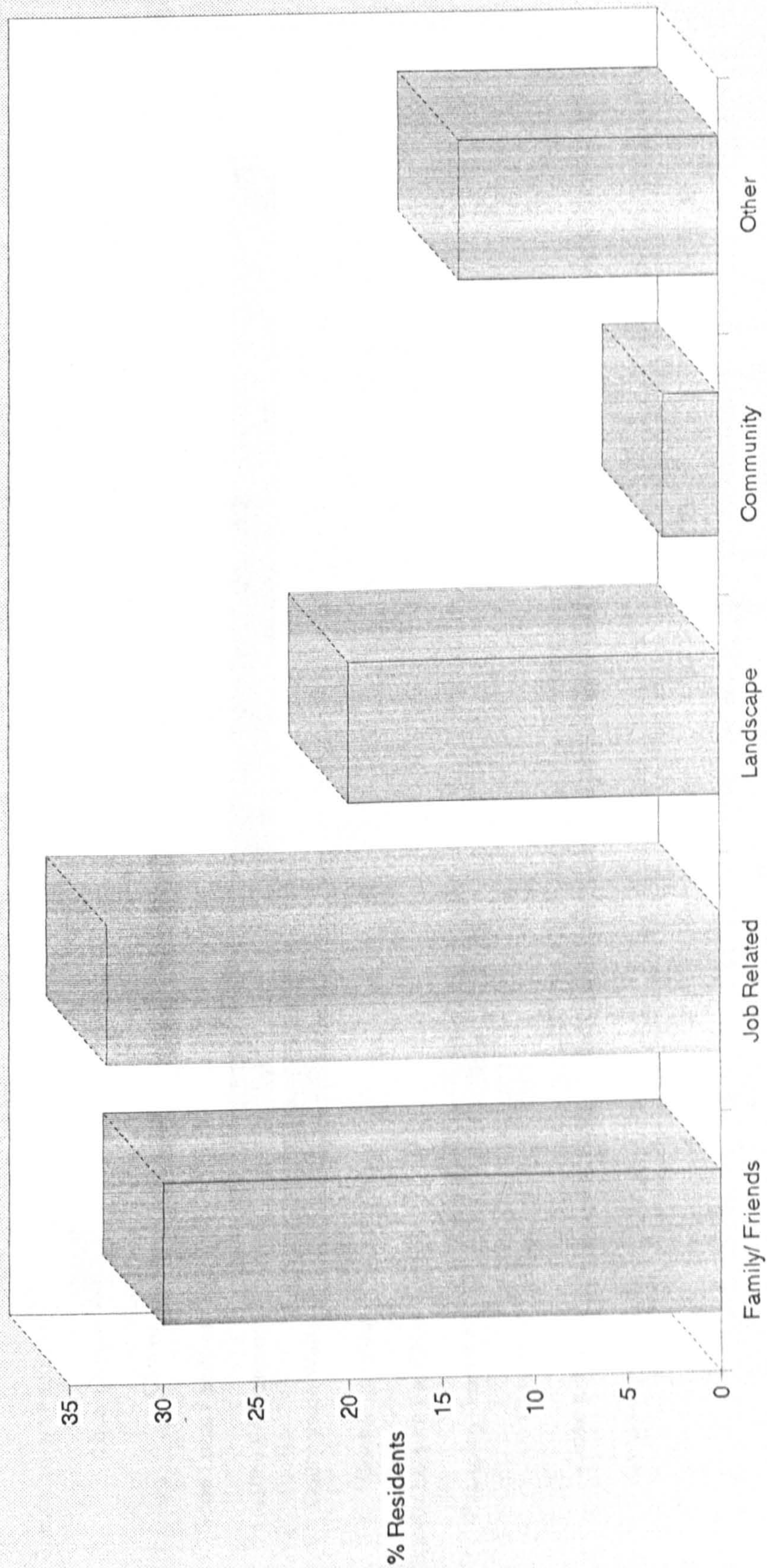
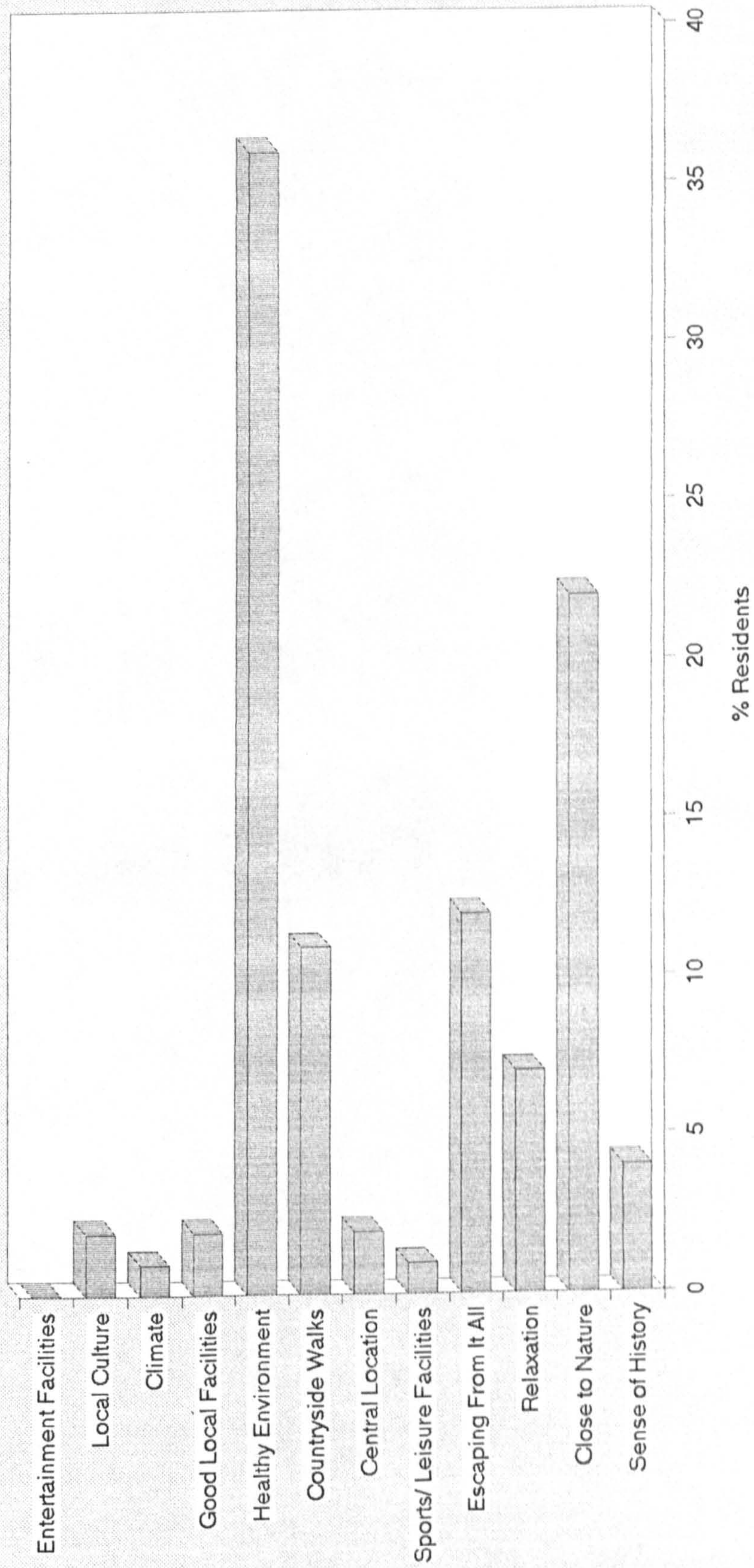


Figure 20: Residents Respondents' Choice of Main Asset of Mid Wales



The results are presented in Figure 20. For residents, a healthy environment seemed to be an important factor with over a third (36%) of respondents choosing this option. Close to nature was felt to be the main asset of the area by 22% of residents, escaping from it all (12%) and countryside walks (11%) also seemed to be fairly important factors. Relaxation was felt to be the main asset by 7% of respondents, and sense of history was chosen by 4%. Good local facilities (2%), local culture (2%), central location (2%), climate (1%) and sports/ leisure facilities (1%) hardly rated as a main asset, whilst no respondents selected entertainment facilities.

Residents, like visitors were then also asked to choose two words from a prescribed list of 18, which they felt best described the landscape of Mid Wales. The responses are presented in table 79 in terms of the frequency that they occurred, and the percentage of respondents who chose them.

Table 13: Residents Choice of Description for the Landscape of Mid Wales

Descriptor	Frequency	% Residents
Rural	128	14
Picturesque	145	15
Scenic	115	12
Rugged	18	2
Tranquil	43	5
Barren	2	0
Interesting	21	2
Undulating	21	2
Beautiful	121	13
Urban	0	0
Mountainous	39	4
Historical	4	1
Natural	97	10
Peaceful	161	17
Oppressive	3	0
Desolate	4	1
Green	22	2
Bleak	2	0

For residents, it can be seen that peaceful, picturesque, rural, beautiful and scenic are all popular descriptors accounting for similar proportions of total response. The descriptors

chosen were all very positive in imagery. Negative descriptors like barren, urban, oppressive, desolate and bleak were chosen by few residents.

Again, as they had been in the visitor questionnaire, a number of questions were arranged in a matrix format in the questionnaire; these were statements with which respondents were asked to specify whether they strongly disagreed, disagreed, didn't know or were unsure, agreed or strongly agreed. Three of these six statements related to the feelings that respondents had about nature and the environment. The results are presented in tables 14, 15 and 16 below

Table 14: Statement 1: ‘There is no such thing as unspoilt nature.’

Level of Agreement	No. Residents	% Residents
Strongly Disagree	91	19
Disagree	197	41
Don't Know/ Unsure	41	9
Agree	118	25
Strongly Agree	26	6

60% of residents disagreed to some extent that ‘there is no such thing as unspoilt nature;’ 19% actually strongly disagreed with the statement. The number who disagreed was nearly twice as many as those who agreed or strongly agreed with the statement, accounting for 31% of responses.

Table 15: Statement 5 ‘Everyone needs to be surrounded by nature once in a while.’

Level of Agreement	Number of Residents	% Residents
Strongly Disagree	9	2
Disagree	18	4
Don't Know/ Unsure	27	6
Agree	225	48
Strongly Agree	194	40

88% of residents felt that everyone needs to be surrounded by nature once in a while, with 40% strongly agreeing with this statement.

Table 16: Statement 6 ‘Differences in the weather affect the way I feel about a place.’

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	34	7
Disagree	130	27
Don’t Know/ Unsure	45	10
Agree	186	40
Strongly Agree	78	16

56% of residents to some extent agreed that differences in the weather affect the way they feel about a place compared with 34% disagreeing or strongly disagreeing.

The Economy

Respondents were asked to choose two forms of economic development which they felt were suitable for the area. The responses are presented in Table 17 in terms of the frequency that they occurred, and the percentage of respondents who selected them.

Table 17: Residents Preferred form of Economic Development for Mid Wales

Industry	Frequency of Response	% Residents
Heavy Industry	5	1
Light Manufacturing	181	19
Heritage Tourism	105	10
Office Development	15	2
Chemical Industry	0	0
Health and Leisure Tourism	205	21
Retail Development	15	2
Product Research and Development	6	1
Hi-tech Industry	30	3
Extractive Industries	5	1
Agriculture/ Forestry/ Fishing	379	40

Agriculture/ forestry and fishing was the most popular choice of economic development for the area with 40% of residents choosing this option. Tourism in one form or other was chosen as a suitable form of economic development by 31% of residents (heritage tourism 10%, health and leisure tourism 21%). Light manufacturing was also seen to be important with 19% of residents selecting this as a suitable form of economic development.

Residents were also asked what they felt was meant by the term ‘health tourism’. The results are presented in Table 18.

Table 18: Residents’ Perceptions of Health Tourism

Definition	Number of Residents	% Residents
Activity Holidays	99	21
Health Farms	53	11
Hotels with Leisure Clubs	23	5
Health Spas	79	17
Seaside	17	4
Travel with Medical Treatment	26	5
Don’t Know	176	37

Over a third of residents (37%) were unaware of the term. The most popular definition chosen was activity holiday, accounting for 21% of residents. Only 17% of residents associated the term health tourism with health spas. The research then proceeded to ask respondents whether they had ever visited a spa for health or leisure, or whether they would be likely to in the future. Only 5% of respondents had visited a spa for health, whilst 20% said that they had visited a spa for leisure. A greater number of respondents said that they would consider visiting a spa in the future - 39% of respondents said they would consider it for health purposes, whilst 42% expressed that they would consider visiting a spa for leisure.

Landscape Versus Economy

In order to further examine respondents’ perceptions of the relationship between landscape and economy, residents were asked to what extent they agreed (strongly disagreed, disagreed, didn’t know/ were unsure, agreed, strongly agreed) with a series of statements. These statements related to the dichotomy between preservation of landscape and economic development. The results are presented in Tables 19, 20 and 21.

Table 19: Statement 2 ‘Preserving the environment is a luxury when jobs need to be created’

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	102	21
Disagree	198	42
Don’t Know/ Unsure	46	10
Agree	98	21
Strongly Agree	29	6

A large percentage of residents disagreed that preserving the environment is a luxury when jobs need to be created, a total of 63% disagreed to one extent or another.

Table 20: Statement 3 ‘Areas of landscape beauty are a resource that should be drawn upon by tourism’

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	23	5
Disagree	70	15
Don't Know/ Unsure	37	8
Agree	267	56
Strongly Agree	76	16

A large percentage (72%) of residents agreed to some extent that areas of landscape beauty are a resource that should be drawn upon by tourism

Table 21: Statement 4 ‘New forms of employment in rural areas should be landscape related’

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	13	3
Disagree	62	13
Don't Know/ Unsure	49	10
Agree	249	53
Strongly Agree	100	21

Nearly three-quarters (74%) of residents agreed to some extent that new forms of employment in rural areas should be landscape related.

Chapter 7: Factors Which May Influence Response

**“The more alternatives, the more difficult the choice.”
Abbe D'Allainval 1726**

Introduction

The literature suggested that personal characteristics may make a difference to the way in which landscapes or places are perceived (Kyushik, 1994); these were factors such as upbringing and education (Tuan, 1974), employment, or the specific occupational role of the observer (Tuan 1974, Craik 1986, Greider and Garkovich 1994) and physical surroundings (Tuan 1974) which could be taken as meaning the usual areal domain of the observer, place of residence and usual urban and rural affiliation (Orland 1988, Kent 1993, Gregory and Davies 1993). Although many authors, have, in the last twenty years, acknowledged that these factors may have important implications for the way in which landscapes are perceived, little empirical research has actually been conducted to test out these theories. Zube (1993) reinstates the need for research to be conducted into the effect of factors such as familiarity, socio-economic status, native or tourist, place of residence and religion upon landscape perception. The researcher therefore decided to investigate whether some of these factors notably influenced the visitor and resident responses. The variables selected for the research were age, socio-economic status, gender, length of residency in the case of residents, and region of origin in the case of visitors. This chapter discusses to what extent these variables appear to influence the responses of both residents and visitors.

Age as a Factor

The results of both resident and visitor questionnaires were tested to discover whether there is any significant difference between the responses obtained from different age groups. Initially, the results of the research were cross tabulated to divide the sample into their sub groups according to age - the resulting tables presented the findings according to the percentage of each group that selected a particular option, and are illustrated in Appendix 15. Kruskal-Wallis and Chi-square tests were subsequently applied to the data in order to test for any significant differences in response which could be attributed to age.

For the most part, both the results of the Kruskal-Wallis and the Chi-square tests indicated that we could not be 99% certain that age plays a part in influencing response - this was true for nine out of fifteen resident and eleven out of fifteen visitor questions tested by Kruskal-Wallis. When Chi-square tests were subsequently conducted merging some of the age groups, it was discovered that some of the tests which had proved significant under Kruskal-Wallis, were no longer so, and therefore the responses of an even smaller proportion of questions tested could be attributed to age.

For those questions relating to the landscape and environment of Mid Wales there were seen to be no significant differences attributed to age for visitors; whilst this was also the case for the majority of resident responses, a test on residents' choice of description for Mid Wales did illustrate a significant difference, as illustrated in Table 22 below:

Table 22: Residents' Choice of Description for Mid Wales by % of Age Group

Descriptor	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Rural	38	6	20	16	17	10	11	13
Picturesque	0	19	20	19	14	12	18	14
Scenic	13	17	12	11	10	14	15	10
Rugged	0	0	2	1	5	2	1	1
Tranquil	12	6	10	4	6	4	4	3
Barren	0	0	0	0	1	0	0	0
Interesting	0	3	2	1	3	2	4	2
Undulating	12	6	0	2	4	2	2	1
Beautiful	0	16	8	12	9	14	11	18
Urban	0	0	0	0	0	0	0	0
Mountainous	0	6	6	2	2	2	6	7
Historical	0	0	0	1	1	1	0	0
Natural	0	6	6	11	11	11	10	10
Peaceful	25	6	12	15	15	21	15	18
Oppressive	0	0	0	1	0	1	0	1
Desolate	0	0	0	0	1	1	0	1
Green	0	9	0	4	1	2	3	1
Bleak	0	0	2	0	0	1	0	0

The main observable differences seem to relate to the proportions of each descriptors selected; although each age group selected similar descriptors, the percentage of each age group selecting those descriptors is variable.

The application of a Kruskal-Wallis test gives a result of:

$H = 71.17$, $D.F = 7$, $P = 0.001$ (adjusted for ties)

Therefore, according to the Kruskal-Wallis test, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the age groups.

A Chi-square test was subsequently conducted, merging the age groups into the following three categories <18-30, 31-60 and 61+. This gave a result of 60.0 with 34 degrees of freedom; consequently, as this is larger than the tabulated value of Chi-square, at a significance level of 0.01 we are 99% certain that the responses of the three new age groups are different.

Attitudes to changing industrial and economic patterns through the decades might be expected to influence the way in which individuals respond to economic development within environments in which they live, work and visit. It may subsequently be expected that the age of a respondent affects his or her preferences for economic development in Mid Wales. Tests showed that the preferred form of economic development for Mid Wales was seen to be age related for residents, as illustrated in Table 23, but not for visitors.

Table 23: Residents Preferred Form of Economic Development for Mid Wales by % of Age Group

Industry	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Heavy Industry	0	3	0	0	1	0	0	2
Light Manufacturing	25	16	14	16	11	19	23	28
Heritage Tourism	0	6	12	10	12	12	8	13
Office Development	0	0	0	4	1	2	1	2
Chemical Industry	0	0	0	0	0	0	0	0
Health & Leisure Tourism	25	25	28	22	28	21	18	17
Retail Development	0	3	2	3	1	0	3	0
Product Research & Development	0	3	0	0	0	2	1	0
Hi-Tech Industry	12	3	0	2	4	4	5	2
Extractive Industries	0	3	2	0	0	0	1	0
Agriculture etc.	38	38	42	43	42	40	40	36

Each age group appeared to select similar forms of economic development. The main notable variation was that a higher percentage of the under 18 age group selected hi-tech industry.

The application of a Kruskal-Wallis test gives a result of:

$H=96.78$, $D.F = 7$, $P = 0.001$ (adjusted for ties)

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the age groups.

Again, a Chi-square test was subsequently conducted, merging the age groups into the following three categories <18-30, 31-60 and 61+. The Chi-square test gave the result of 31.2 with 20 degrees of freedom, as this is less than the tabulated figure for Chi-square, it is evident that for the new age categories, we are less than 99% certain of a real difference between the responses of the age groups.

A converse pattern can be seen in relation to health tourism; as can be observed from Table 24 below, for visitors it was found that we can be 99% certain that there was a real difference between responses according to age, and a notably higher percentage of the 70+ age group said than they did not know what the term meant. However, definitions of health tourism selected by residents were seen to be far less influenced by age which could possibly be attributed to an equal distribution of information about health tourism, and the revitalisation of the spas in the local community.

Table 24: Visitors’ Perception of Health Tourism by % of Age Groups

Definition	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Activity Holiday	50	35	22	49	40	24	23	15
Health Farms	20	26	13	18	10	8	16	3
Hotels/ Leisure Clubs	0	4	22	6	7	4	10	12
Health Spas	0	9	13	5	12	16	10	10
Seaside	0	4	0	0	2	4	4	3
Travel with Med Treat	0	0	0	2	2	4	1	0
Don’t Know	30	22	30	20	27	40	36	57

There are a few notable differences between the responses of the age groups - a higher percentage of the 26-30 age group selected ‘hotels with leisure clubs’ than the other age groups. The other main difference was that a higher percentage (57%) of the 70+ age group said that they didn’t know what the term meant.

The application of a Kruskal-Wallis test gives a result of:

$$H = 34.03, D.F = 7, P = 0.000 \text{ (adjusted for ties)}$$

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the age groups

Again, a Chi-square test was subsequently conducted, merging the age groups into the following three categories <18-30, 31-60 and 61+. The test gave a result of 22.236 with 12 degrees of freedom; this figure was less than the tabulated figure for Chi-square.

Consequently, for the new age groups we can no longer be 99% certain of a real difference in response.

The level of interest expressed in health tourism was something which did appear to be age related. In the case of both residents and visitors, whilst there was little observable difference amongst those respondents who had already visited a spa, when asked whether they would consider visiting a spa for either health or leisure, there was a strong indication of a decrease in interest in visiting a spa with increase in age.

Table 25: Would Visitors Consider Visiting a Spa for Leisure, as % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	80	57	70	45	42	35	26	28
No	20	43	30	55	58	65	74	72

Table 26: Would Residents Consider Visiting a Spa for Leisure, as % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	100	50	56	59	41	43	46	21
No	0	50	44	41	59	57	54	79

For both residents and visitors, Kruskal-Wallis tests showed that we could be 99% certain of a real difference between the responses of the age groups, which could be attributed to differences in leisure preferences or priorities.

In the case of economy versus landscape questions, interestingly, the questions for which age of respondents did appear to be an influential factor, were similar for both residents and visitors. For two of these questions, it was seen to be 99% certain that there was a real difference in response according to age group for both residents and visitors. As can be seen from Tables 27 to 30, for the statement 'preserving the environment is a luxury when jobs need to be created' it was observed that the strength of disagreement lessened with age. Conversely, for the statement 'new forms of employment in rural areas should be landscape related' the strength of agreement increased with age. The responses to these statements are an indication of variation in strengths of opinion among the different age groups.

Table 27: Statement 2 ‘Preserving the environment is a luxury when jobs need to be created’ by % of Age Groups (visitors)

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70 +
Strongly Disagree	10	22	26	18	10	8	6	10
Disagree	60	61	48	70	65	69	60	48
Don't Know/ Unsure	10	13	9	2	8	9	6	15
Agree	20	4	17	8	15	12	27	25
Strongly Agree	0	0	0	2	2	2	1	2

There appears to be some variation between the responses of the age groups; the majority of all age groups seem to disagree with the statement, although the level to which they disagree varies from one age group to the next; it can be observed that the 18-40 age range seem to possess stronger feelings about the statement .

The application of a Kruskal-Wallis test gives a result of:

$H = 20.67, D.F = 7, P = 0.005$ (adjusted for ties)

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the age groups. Again, a Chi-square test was subsequently conducted, merging the age groups into the following three categories <18-30, 31-60 and 61+. The test gave a result of 22.137 with 8 degrees of freedom; this figure was more than the tabulated figure for Chi-square. Consequently, for the new age groups we can still be 99% certain of a real difference in response.

Table 28: Statement 2 ‘Preserving the environment is a luxury when jobs need to be created’ by % of Age Groups (residents)

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70 +
Strongly Disagree	25	25	24	29	27	22	13	17
Disagree	25	44	48	43	51	47	39	29
Don't Know/ Unsure	25	19	4	6	6	5	8	22
Agree	0	12	24	16	14	19	33	23
Strongly Agree	25	0	0	6	2	7	7	9

There appears to be little variation between the responses of the age groups; the majority of all age groups seem to disagree with the statement; however, the strength of the disagreement lessens with the upper age groups, which also have a notably higher level of agreement.

The application of a Kruskal-Wallis test gives a result of:

$H = 23.93, D.F = 7, P = 0.001$ (adjusted for ties)

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the age groups. Again, a Chi-square test was subsequently conducted, merging the age groups into the following three categories <18-30, 31-60 and 61+. The test gave a result of 30.089 with 8 degrees of freedom; this figure was more- than the tabulated figure for Chi-square. Consequently, for the new age groups we can still be 99% certain of a real difference in response. For both residents and visitors the responses to 'preserving the environment is a luxury when jobs need to be created' appeared to be age related by Kruskal-Wallis, but not by Chi-square; it may be that the new categories formed by Chi-square mask slight variations within those categories, for example the strength of opinion exhibited by the under 18 group. However, the Chi-square result does indicate that age is not a major influencing factor in determining response to this statement.

Table 29: Statement 4 ‘New forms of employment in rural areas should be landscape related’ as % of Age Group (visitors)

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70 +
Strongly Disagree	0	0	0	2	0	0	3	0
Disagree	20	0	13	14	5	9	4	5
Don't Know/ Unsure	30	9	22	14	5	6	6	8
Agree	50	74	57	57	75	75	73	70
Strongly Agree	0	17	8	13	15	10	14	17

The main difference between the age groups for this statement concerned the under 18 age group, a larger percentage of whom disagreed or didn't know than the other age groups.

The application of a Kruskal-Wallis test gives a result of:

$H = 20.08, D.F = 7, P = 0.006$ (adjusted for ties)

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the age groups. Again, a Chi-square test was subsequently conducted, merging the age groups into the following three categories <18-30, 31-60 and 61+. The test gave a result of 11.880

with 8 degrees of freedom; this figure was less than the tabulated figure for Chi-square. Consequently, for the new age groups we can no longer be 99% certain of a real difference in response.

Table 30: Statement 4 ‘New forms of employment in rural areas should be landscape related’ as % of Age Group (residents)

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70 +
Strongly Disagree	0	0	4	3	4	5	1	1
Disagree	50	13	28	16	22	10	13	1
Don't Know/ Unsure	0	13	16	14	11	1	10	16
Agree	50	55	48	57	45	57	48	56
Strongly Agree	0	19	8	10	18	27	28	26

The main difference between the age groups for this statement was that in general the upper age groups possessed a greater level and stronger level of agreement with the statement.

The application of a Kruskal-Wallis test gives a result of:

$$H = 27.17, D.F = 7, P = 0.000 \text{ (adjusted for ties)}$$

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the age group. Again, a Chi-square test was subsequently conducted, merging the age groups into the following three categories <18-30, 31-60 and 61+. The test gave a result of 23.775 with 8 degrees of freedom; this figure was more than the tabulated figure for Chi-square. Consequently, again for the new age groups we can still be 99% certain of a real difference in response.

In the case of both residents and visitors, age proved to make little difference to response, especially when age groups were combined. The differences that were highlighted by the Kruskal-Wallis and Chi-square tests could largely be attributed to strength of agreement or disagreement. For those questions relating to landscape versus economy issues, it can be suggested that the variations in response are in some way linked to changing priorities for both economic development and the environment in a century which has seen significant

changes in the structure of employment with a shift from the primary and secondary, to the tertiary sector allied to a growing concern about the environment and our impact on it.

Consequently, overall, it appeared from the results that age could not be interpreted as being a major factor in affecting either visitor or resident response. However, in addition to responses generated from landscape/ economy issues, the research does suggest that age may be a factor to take into consideration in the marketing of any health tourism products, as this subject generated the most variations in response attributed to age.

Gender as a Factor

The literature suggested that the way in which we as individuals interpret landscape is affected by the characteristics which make us individual. One of these characteristics was suggested by Tuan (1966) amongst others to be gender - that the way in which landscape is perceived is not only affected by the background and role, but also by the gender of the observer. Similarly, Duncan (1993) highlights the danger of geographers, mainly male and mainly from Anglo-American urbanities, representing, selectively investigating or interpreting landscapes which are important to the self. Gender, unlike the other factors suggested to affect the perception of landscape, is established from birth; background, role, education and even age are factors which are malleable, shaping the individual and potentially affecting their interaction with the environment. Gender is the only factor that we have no control over, and therefore, the suggestion that gender affects landscape perception is inextricably linked to the idea that our ways of seeing are partially determined at our very first awareness of the world.

The idea of gender influencing landscape perception is of course an extension of a wide body of geographical literature which makes gender not only an issue, but also an approach to the study of geography. It is true that traditionally the development of geography, as the majority of disciplines, has been marked by the domination of a male approach, but it has

not been substantiated whether a female dominated development of the subject would have led to a much different discipline today.

In both resident and visitor questionnaires, respondents were asked to specify whether they were male or female. The main questions of both resident and visitor questionnaire were subsequently cross tabulated in order to illustrate the proportion of responses of each gender group, and Kolmogorov-Smirnov and Chi-square tests were applied to test for significant differences which have arisen due to gender (see Appendix 15). On the whole, the results indicated that gender was not a significant factor in affecting the way in which landscapes are perceived; this was found to be the case for both residents and visitors. Table 31 below illustrates visitors' perception of the main asset of Mid Wales by % of gender group.

**Table 31: Visitors' Perception of the Main Asset of Mid Wales
by % of Gender Group**

Asset	% of Gender Groups	
	Male	Female
Sense of History	8	5
Close to Nature	15	21
Relaxation	19	16
Escaping From It All	22	20
Sports/ Leisure Facilities	0	1
Central Location	14	10
Countryside Walks	16	21
Healthy Environment	4	2
Good Local Facilities	1	2
Climate	0	1
Local Culture	1	0
Entertainment	0	1

It can be seen that little difference can be observed between the responses of male and female visitors; in fact, the proportions of male and female respondents selecting each of the listed assets is remarkably similar, with the maximum variation between the groups for any single option being 6 percentage points.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real differences between the responses of the two groups.

The calculated D value was found to be 0.05; the tabulated value of D at 99% significance was found to be 0.1607. Therefore, as the calculated value of D does not exceed the tabulated value of D, we are less than 99% confident in a real difference between the attitudes of male and female respondents. A Chi-square test was subsequently conducted which gave a result of 16.381 with 11 degrees of freedom; this figure was less than the tabulated figure for Chi-square. Consequently, for the new age groups we can still be less than 99% certain of a real difference in response.

This similarity in response was the same for the majority of visitor and resident questions, as illustrated in Appendix 15. The exception related to the statement question 'everyone needs to be surrounded by nature once in a while' as illustrated in Table 32 below:

Table 32: Statement 5 ‘Everyone needs to be surrounded by nature once in a while’ by % of Gender Group (visitors)

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	0	0
Disagree	2	1
Don't Know/ Unsure	0	1
Agree	61	44
Strongly Agree	37	54

There is an observable difference between the male and female responses in terms of the strength of agreement they possess for the statement. Although 98% of both groups agreed to one extent or another, a higher percentage of female respondents strongly agreed with the statement.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real differences between the responses of the two groups.

The calculated D value was found to be 0.17; the tabulated value of D at 99% significance was found to be 0.1607. Therefore, as the calculated value of D exceeds the tabulated value of D, we are 99% confident in a real difference between the attitudes of male and female respondents.

A Chi-square test was subsequently conducted which gave a result of 13.029 with 3 degrees of freedom; this figure was more than the tabulated figure for Chi-square. Consequently, for the new age groups we can still be 99% certain of a real difference in response.

Comparing the same table for residents:

Table 33: Statement 5 ‘Everyone needs to be surrounded by nature once in a while’ by % of Gender Group

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	2	1
Disagree	4	3
Don't Know/ Unsure	6	6
Agree	50	46
Strongly Agree	38	44

It is interesting that although again, more female respondents than male strongly agreed with the statement, the difference in the responses are far less marked than those of visitors, and a Kolmogorov-Smirnov test shows that we are less than 99% confident in a real difference between the attitudes of male and female respondents.

The fact that the majority of statistical tests on gender differences suggested that we can be less than 99% certain of real differences between the responses of male and female respondents goes some way towards questioning the validity of the theory that gender influences the way in which individuals perceive landscape. Contrary to much contemporary feminist literature, for this piece of research, the gender of the respondent, or landscape observer has little bearing on the way in which the individual perceives the landscape. Consequently, the idea that a geographical approach to the environment has to be either masculine or feminine, is put into question.

Socio-economic Group as a Factor

The literature suggested that individual characteristics (Kyushik, 1994) and occupational role of observer (Tuan, 1974; Craik, 1986; Zube, 1993; Greider and Garkovich, 1994) may be influential factors in affecting the way in which landscapes or places are perceived. In both resident and visitor questionnaires, respondents were asked to specify their occupation. These occupations were subsequently categorised into standard socio-economic groups A to E, with an additional two groups for respondents who referred to themselves as house-wives or house-husbands and students. The main questions of both the resident and visitor questionnaires were subsequently cross-tabulated in order to illustrate the proportion of responses of each socio-economic group, and a combination of Kruskal-Wallis and Chi-square tests were applied to test for significant differences that have arisen due to variations in socio-economic group. The tables can be seen in Appendix 15.

On the whole, the tests revealed that there was a less than 99% certainty that socio-economic group was an influential factor in dictating patterns of response. The only variation in response that was found to be significant at the 0.01 level related to residents' reasons for selecting Mid Wales as a place to live, illustrated in Table 34 below:

Table 34: Residents' Reason for Choosing Mid Wales as a Place to Live, by % of Socio-economic Group

Reason	% of Socio-economic Groups							
	A	B	C1	C2	D	E	Hous	
Family/ Friends	38	30	20	10	22	29	17	0
Job Related	25	19	22	16	9	12	11	38
Landscape	12	21	11	9	4	12	19	0
Community	0	2	1	1	4	0	0	12
Other	0	12	8	10	2	6	3	0
Always Lived Here	25	16	38	54	59	41	50	50

A notably smaller proportion of socio-economic groups A and B had lived in Mid wales all their lives. This in itself could be interpreted as an indication of limited opportunities for professional employment in Mid Wales in comparison with other parts of the United Kingdom.

The application of a Kruskal-Wallis test gives a result of:

$H = 22.52$, $D.F = 7$, $P = 0.002$ (adjusted for ties)

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the socio-economic groups.

The cells A, B, C1; C2, D, E; Hous, Stu were combined and a Chi-square test conducted on the three new categories. Again, a Chi-square test was subsequently conducted, merging the groups into the following three categories (A,B,C1), (C2,D,E), (Hous, Stu). The test gave a result of 21.477 with 10 degrees of freedom; this figure was less than the tabulated figure for Chi-square. Consequently, for the new groups we can not be 99% certain of a real difference in response.

Little difference was observed amongst the responses of the socio-economic groups, relating to landscape, economy or landscape versus economy issues. In fact, in many cases, the responses of the different occupational groups were remarkably similar. Table 35 illustrates visitors' perception of the main assets of Mid Wales, by % of socio-economic group.

Table 35: Visitors' Perception of the Main Asset of Mid Wales, by % of Socio-economic Group

Asset	% of Socio-economic Groups							
	A	B	C1	C2	D	E	Hous	Stu
Sense of History	0	5	11	5	6	17	0	10
Close to Nature	24	21	15	11	20	50	20	29
Relaxation	13	21	15	20	16	33	20	5
Escaping From It All	13	23	20	18	24	0	23	10
Sports/ Leisure Facilities	0	0	0	0	0	0	3	0
Central Location	13	12	9	24	12	0	10	4
Countryside Walks	38	14	24	14	14	0	13	32
Healthy Environment	0	2	2	7	2	0	7	10
Good Local Facilities	0	2	2	1	2	0	4	0
Climate	0	0	0	0	2	0	0	0
Local Culture	0	0	1	0	0	0	0	0
Entertainment	0	0	1	0	0	0	0	0

There was very little observable difference between the responses of the different socio-economic groups. The main differences which can be noted at first sight are that groups 'A' and students seem to favour 'countryside walks' more than any of the other groups,

and that the responses of group 'E' are concentrated on three main assets, with 'close to nature' accounting for 50% of the responses of this group.

The application of a Kruskal-Wallis test gives a result of:

$H = 10.33$, D.F = 7, $P = 0.172$ (adjusted for ties)

Therefore, as the probability associated with the observed value is more than the previously set level of significance of 0.01, we are less than 99% certain of a real difference between the socio-economic groups.

Again, a Chi-square test was subsequently conducted, merging the groups into the following three categories (A,B,C1), (C2,D,E), (Hous, Stu). The test gave a result of 25.190 with 22 degrees of freedom; this figure was less than the tabulated figure for Chi-square. Consequently, for the new groups we still can not be 99% certain of a real difference in response.

Some of the tables seemed to indicate that socio-economic group could be a factor in influencing strength of agreement about certain issues. For example, Table 36 illustrates visitor responses to the statement 'New forms of employment in rural areas should be landscape related' by % of socio-economic group.

Table 36: Statement 4 'New forms of employment in rural areas should be landscape related' by % of Socio-economic Group (visitors)

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	0	1	1	0	0	0	3	0
Disagree	0	11	9	0	6	17	7	10
Don't Know/ Unsure	12	8	7	6	2	0	20	28
Agree	75	61	68	83	82	83	60	57
Strongly Agree	13	19	15	11	10	0	10	5

Although the responses show the same general pattern - groups C2, D and E exhibited a higher level of agreement, whilst a greater percentage of groups A, B and C1 agreed.

The application of a Kruskal-Wallis test gives a result of:

$H = 10.82$, D.F = 7, $P = 0.148$ (adjusted for ties)

Therefore, as the probability associated with the observed value is more than the previously set level of significance of 0.01, we are less than 99% certain of a real difference between the socio-economic groups.

Again, a Chi-square test was subsequently conducted, merging the groups into the following three categories (A,B,C1), (C2,D,E), (Hous, Stu). The test gave a result of 31.818 with 8 degrees of freedom; this figure was more than the tabulated figure for Chi-square. Consequently, for the new groups we can be 99% certain of a real difference in response which may illustrate the observable differences in the responses of groups (A, B, C1) and (C2, D, E) in terms of level of agreement.

Comparing the same table for residents:

Table 37: Statement 4 ‘New forms of employment in rural areas should be landscape related’ by % of Socio-economic Group (residents)

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	0	2	4	2	0	0	6	0
Disagree	25	5	13	16	13	6	14	25
Don't Know/ Unsure	0	14	7	12	15	6	17	25
Agree	50	51	56	54	41	64	44	25
Strongly Agree	25	28	20	16	31	42	19	25

Again, there appears to be little difference between the responses of the different socio-economic groups; however, in contrast to the visitor responses, a higher proportion of groups D and E strongly agreed with the statement. A Kruskal-Wallis test showed that we cannot be 99% certain of a real difference between the responses of the groups, and it cannot be really established that any particular socio-economic group is likely to have a higher strength of opinion than another.

Again, a Chi-square test was subsequently conducted, merging the groups into the following three categories (A,B,C1), (C2,D,E), (Hous, Stu). The test gave a result of 8.128 with 8 degrees of freedom; this figure was less than the tabulated figure for Chi-square. Consequently, for the new groups we can not be 99% certain of a real difference in response.

Consequently, it can be suggested that although there were observable variations in strength of opinion amongst groups, the only major difference between the responses of different socio-economic groups related to an external factor - employment provision in the area, rather than attitudinal differences.

Length of Residency as a Factor

Some authors (Penning-Rowsell, 1985; Zube, 1993) suggested that familiarity is an influential factor in affecting the way in which landscapes are perceived. The researcher consequently asked respondents to specify how long they had lived in Mid Wales (less than a year, between one and five years, five to fifteen years, over fifteen years, or all their life). The main questions of the resident questionnaire were subsequently cross tabulated in order to illustrate the proportion of responses of each length of residency group, and a combination of Kruskal-Wallis and Chi-square tests were applied. The majority of tables can be seen in Appendix 15.

For the majority of questions, length of residency did not appear to play a major influencing role in response. One question for which there was seen to be a 99% certainty of real differences between the responses of the groups was the level of agreement statement 'preserving the environment is a luxury when jobs need to be created' illustrated in Table 38.

Table 38: Statement 2 ‘Preserving the environment is a luxury when jobs need to be created’ by % of Length of Residency Groups

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	67	42	24	24	13
Disagree	33	45	44	44	39
Don't Know/ Unsure	0	4	8	10	12
Agree	0	9	21	19	24
Strongly Agree	0	0	3	3	12

The application of a Kruskal-Wallis test gives a result of:

$$H = 38.10, D.F = 4, P = 0.000 \text{ (adjusted for ties)}$$

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the length of residency groups. A Chi-square test was subsequently conducted, merging the groups into the following three categories (<1yr-5yrs), (5yrs-15yrs+), (all my life). The test gave a result of 42.798 with 8 degrees of freedom; this figure was more than the tabulated figure for Chi-square. Consequently, for the new groups we can still be 99% certain of a real difference in response.

It was discovered that those who had lived in the area longer showed a higher level of agreement. This may be a reaction to the different nature of short- and long-term residents. Short-term residents are more likely to contain a group of respondents who have moved into the area at retirement. For this group, levels of employment in the area are likely to have little personal importance, whilst the environment may have been a major influencing factor in their decision to retire to the area.

However, conducting the tests on the other landscape/ economy statements -'areas of landscape beauty are a resource that should be drawn upon by tourism' and 'new forms of employment in rural areas should be landscape related' generated different results as can be observed in Tables 39 and 40.

Table 39:Statement 3 ‘Areas of landscape beauty are a resource that should be drawn upon by tourism’ by % of Length of Residency Group

Level of Agreement	% of Length of Residency Group				
	<1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	0	0	7	5	5
Disagree	33	18	18	16	11
Don’t Know/ Unsure	0	9	9	9	6
Agree	56	61	53	57	57
Strongly Agree	11	12	13	13	21

There appears to be only a slight difference between the responses of the groups, respondents who had lived in the area less than a year showed the highest level of disagreement, whilst those who had lived in the area all their lives had the strongest levels of agreement.

The application of a Kruskal-Wallis test gives a result of:

H = 7.46, D.F = 4, P = 0.114 (adjusted for ties)

Therefore, as the probability associated with the observed value is more than the previously set level of significance of 0.01, we are less than 99% certain of a real difference between the length of residency groups. A Chi-square test was subsequently conducted, merging the groups into the following three categories (<1yr-5yrs), (5yrs-15yrs+), (all my life). The test gave a result of 11.591 with 8 degrees of freedom; this figure was less than the tabulated figure for Chi-square. Consequently, for the new groups we can not be 99% certain of a real difference in response.

Table 40: Statement 4 ‘New forms of employment in rural areas should be landscape related’ as % of Length of Residency Group

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	11	0	3	3	2
Disagree	11	15	17	10	13
Don’t Know/ Unsure	22	3	7	12	12
Agree	33	48	50	54	55
Strongly Agree	23	34	23	21	18

The majority of all groups chose to agree with the statement, and there was little observable variation between the groups.

The application of a Kruskal-Wallis test gives a result of:

H = 3.83, D.F = 4, P = 0.431 (adjusted for ties)

Therefore, as the probability associated with the observed value is more than the previously set level of significance of 0.01, we are less than 99% certain of a real difference between the length of residency groups. A Chi-square test was subsequently conducted, merging the groups into the following three categories (<1yr-5yrs), (5yrs-15yrs+), (all my life). The test gave a result of 4.871 with 8 degrees of freedom; this figure was less than the tabulated figure for Chi-square. Consequently, for the new groups we can not be 99% certain of a real difference in response.

The results of statements three and four mean that we can not be sure that the differences observed in statement two can be attributed to the different values and priorities which may be held by long- and short-term residents. There were no observable differences

between the length of residency groups in terms of attitudes towards tourism, or the form of employment in rural areas.

It was, however, discovered that there was a 99% certainty of a real difference amongst length of residency groups in terms of the proportion of residents who had visited a spa for health, as illustrated in Table 41 below:

Table 41: Have Residents Ever Visited a Spa for Health, by % of Length of Residency Groups

	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Yes	33	6	2	6	3
No	67	94	98	94	97

There is some difference between the responses of the different groups; a much larger proportion of residents who had lived in the area less than a year had visited a spa than any other group.

The application of a Kruskal-Wallis test gives a result of:

$H = 21.42$, $D.F = 4$, $P = 0.000$ (adjusted for ties)

Therefore, as the probability associated with the observed value is less than the previously set level of significance of 0.01, we are 99% certain of a real difference between the length of residency groups.

Although some differences were observed in terms of the responses of different length of residency groups, overall length of residency seemed to have little impact on the way in which residents responded to the questionnaire.

Region of Origin as a Factor

In addition to the other factors which have been studied, it has been suggested (Orland, 1988; Kent, 1994; Gregory and Davis, 1993; Zube, 1993) that place of residence is an influential factor in affecting the way in which landscapes are perceived. The researcher consequently asked visitor respondents to specify what town, city or county they came from. These responses were initially categorised into a number of regions within and outside the United Kingdom. For the purpose of analysis of the questionnaire, these regions were as follows: Wales, the North, the Midlands, the South, the West Country, Scotland, Northern Ireland/ Eire and International. The percentage of visitors who came from each of these regions has been described in Chapter 6. However, there is another aspect to region of origin which could potentially affect response - whether the respondent's usual environment is urban or rural. The outcomes of the questionnaire were therefore also categorised as urban or rural, and then cross tabulated in order to illustrate the proportion of responses of each region of origin group. A Chi-square test was then applied to test for significant differences that have arisen due to differences in region of origin group.

It is interesting to note that the majority of respondents were from urban origins - 92% of those surveyed named a usual place of residence that was urban. This in itself may reflect a need for those from urban environments to occasionally immerse themselves in rural landscapes. However, the Chi-square tests conducted proved there to be no significant differences between the responses of rural and urban visitors. As can be seen from Tables 42, 43 and 44 .

Table 42: Visitors' Preferred Form of Economic Development for Mid Wales by % of Region Group

Industry	% of Region Groups	
	Urban	Rural
Heavy Industry	1	0
Light Manufacturing	1	1
Heritage Tourism	33	39
Office Development	1	4
Chemical Industry	0	0
Health and Leisure Tourism	29	20
Retail Development	1	4
Product Research and Development	2	0
Hi-Tech Industry	4	0
Extractive Industries	0	0
Agriculture/ Forestry/ Fishing	30	32

Table 43: Statement 2 'Preserving the environment is a luxury when jobs need to be created' by % of Region Groups

Level of Agreement	% of Region Group	
	Urban	Rural
Strongly Disagree	12	9
Disagree	63	65
Don't Know/ Unsure	8	9
Agree	15	14
Strongly Agree	2	3

Table 44: Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism' by % of Region Group

Level of Agreement	% of Region Group	
	Urban	Rural
Strongly Disagree	1	0
Disagree	14	12
Don't Know/ Unsure	9	12
Agree	66	70
Strongly Agree	10	6

In all cases the responses of those visitors derived from both rural and urban areas were similar, and Chi-square tests illustrated that we can not be 99% certain that region of origin had affect any of the responses. Consequently, for this piece of research at least, urban rural differences have no significant impact on response. However, what may be

significant is the fact that the majority of respondents came from urban areas which may imply a need to 'gaze' at landscapes which are outside the sphere of normal activity.

Chapter 8: A Comparison of the Visitor and Resident Questionnaires

“Confound those who have said our remarks before us.”

**St Jerome Commentary on Ecclesiastes
Aelius Donatus 4th Century AD**

Introduction

The research concentrated on gaining information about the place perceptions of two main groups - visitors to Mid Wales, and residents of Mid Wales. The motivation behind the decision to examine the perceptions of both visitors and residents came from two sources. Firstly, the researcher was in disagreement with Scargill's (1985) definition of place as "an awareness of the attitudes and feelings which people have for the areas in which they live" ; instead, she believed that visitor's perceptions also contribute to 'place' and as such felt it important to examine the perceptions of this group as well as those of residents. Secondly, the literature had indicated several factors which may be responsible for differences in the way in which a landscape or place is perceived - the effects of age, gender, socio-economic status, length of residency and usual environment have already been examined. Tuan (1966) also suggested that there might be expected to be a difference between what he described as 'natives' and 'visitors'. The visitor and resident questionnaires were consequently constructed in such a way so that they could easily be compared. The main questions of both questionnaires were the same, although personal characteristics questions had to be altered slightly in order to take into account the different roles of each group. The main difference between the questionnaires lay in the fact that for visitors the process was conducted through street interviews, whilst for residents a mail questionnaire was used. The reasoning behind the use of these different methods has been described in the methodology section of this dissertation. The visitor questionnaire yielded 416 useable responses, whilst the resident questionnaire yielded 473. This section of the analysis compares the responses of the two groups.

A Comparison of Visitor and Resident Characteristics

The visitor and resident respondents can be compared by using three factors - gender, age and socio-economic status. Figure 21 illustrates the gender division of respondents. As can be seen, there is a slight difference between the two groups, whilst 55% of visitors were male,

and 45% female, the proportions were reversed for residents, of whom 45% of respondents were male and 55% female.

The age range of resident and visitor respondents can be seen in Figure 22. The main difference between the two groups appears to be that a greater percentage of visitor respondents are concentrated around the 41-50 age group. Additionally, there is a notable difference in the 70+ respondents which accounted for 20% of residents, but only 9% of visitors.

The socio-economic grouping of respondents is illustrated in Figure 23. The main differences that can be observed relate to groups B and C1. Whilst a larger proportion of residents are represented by group C1, resident respondents in socio-economic group B account for only 9% of the total, compared with 26% of visitor respondents who belong to this group.

Figure 21: A Comparison of Resident and Visitor Respondents, by Gender

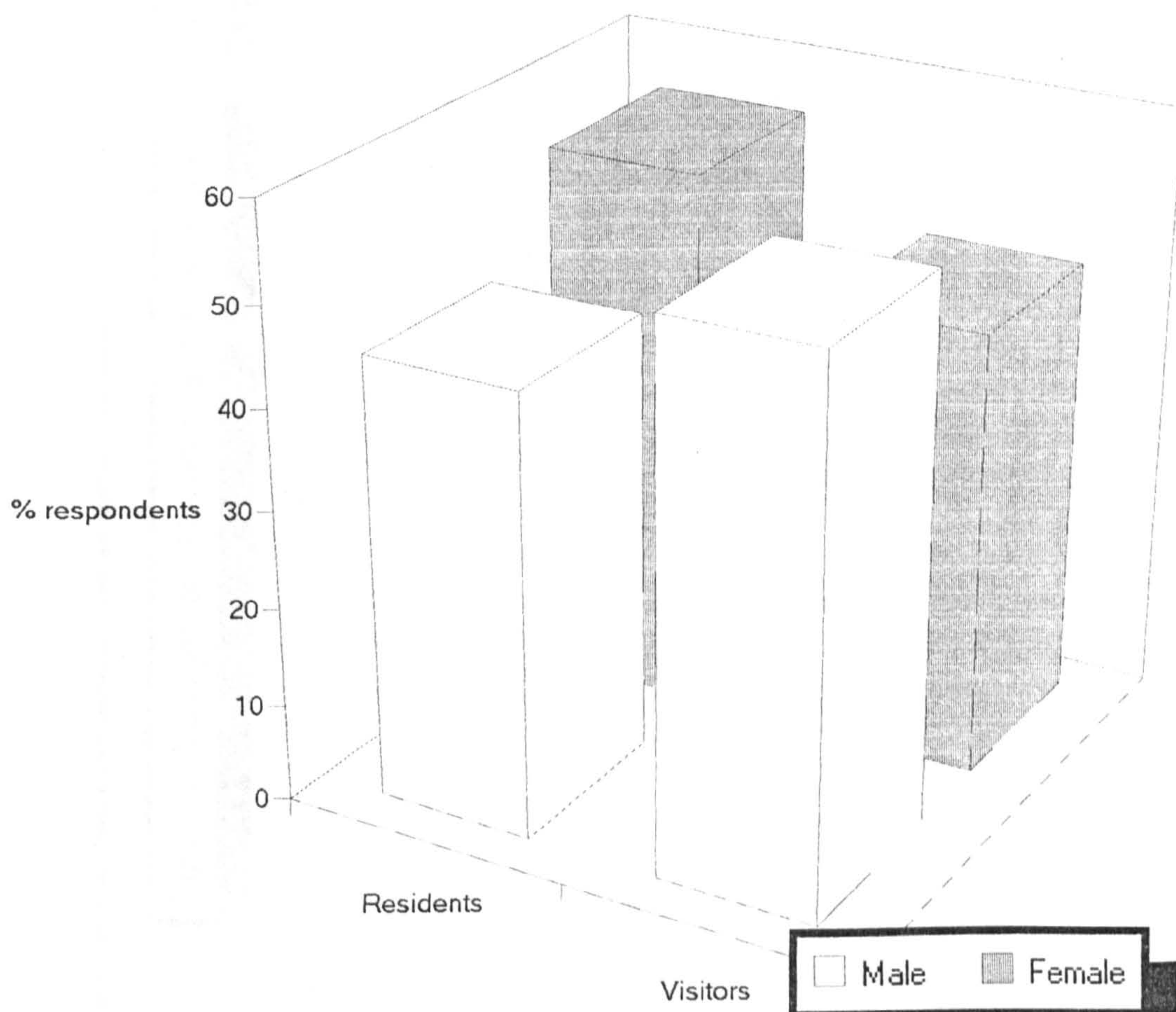


Figure 22: A Comparison of Resident and Visitor respondents, by Age

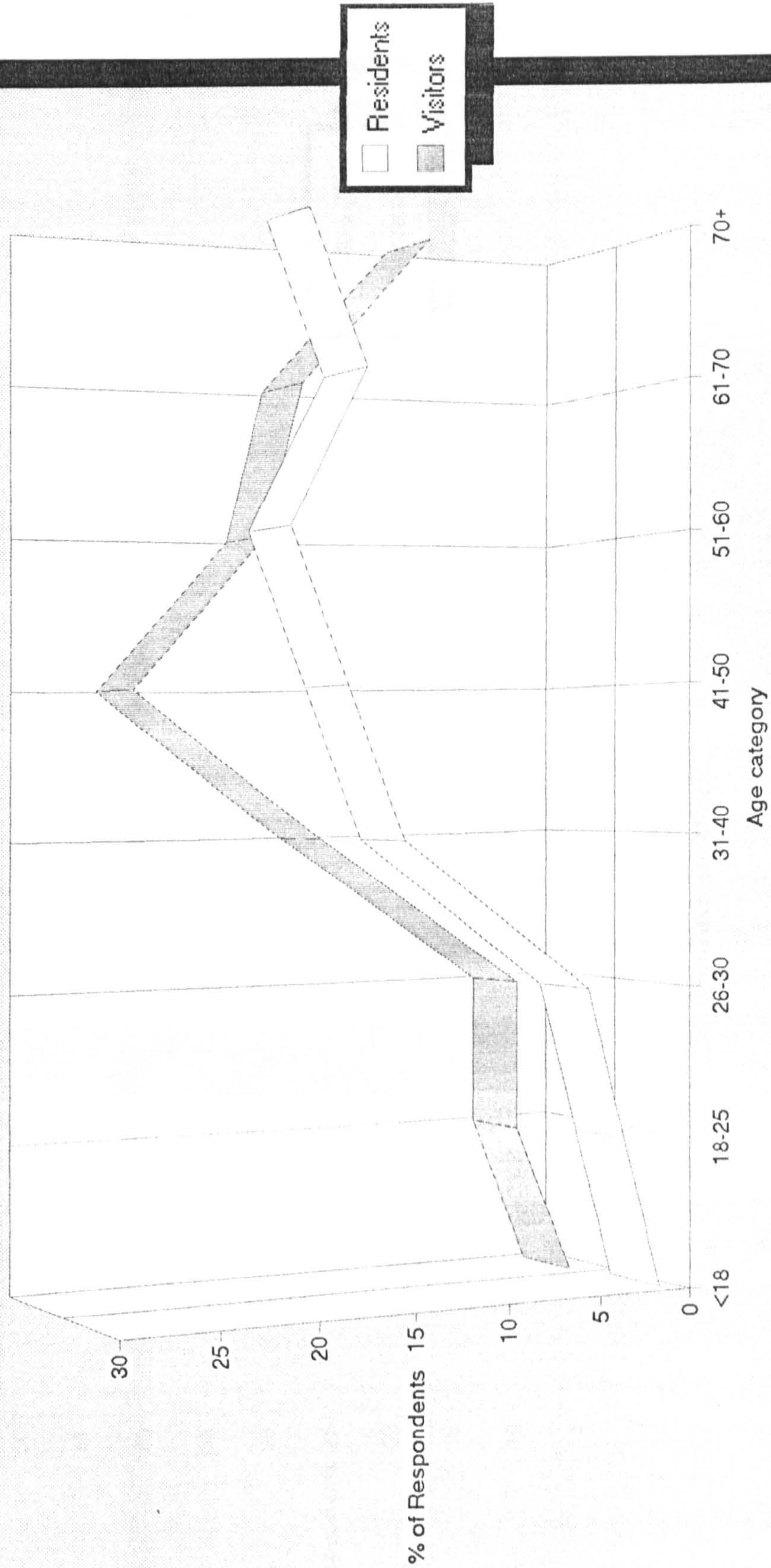
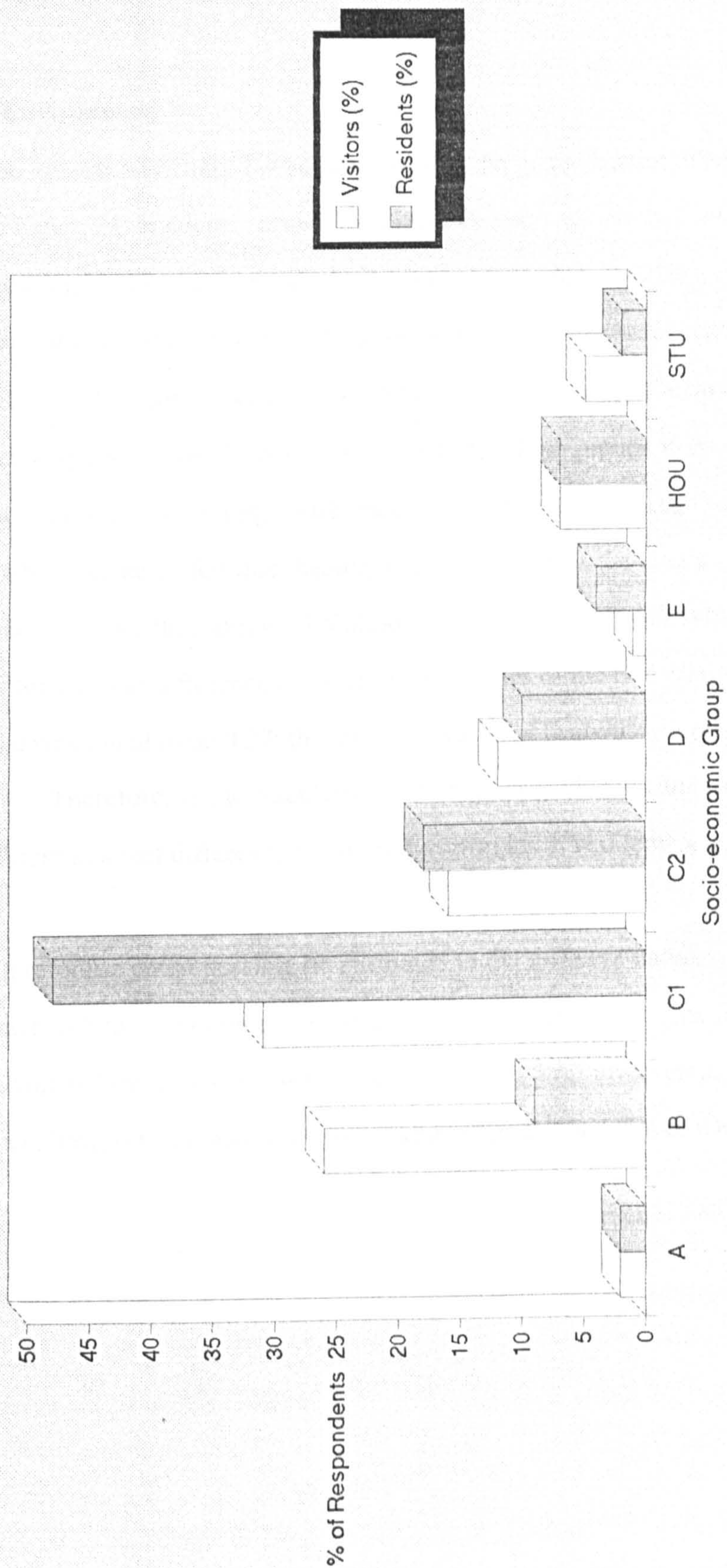


Figure 23: A Comparison of Resident and Visitor Respondents, by Socio-economic Group

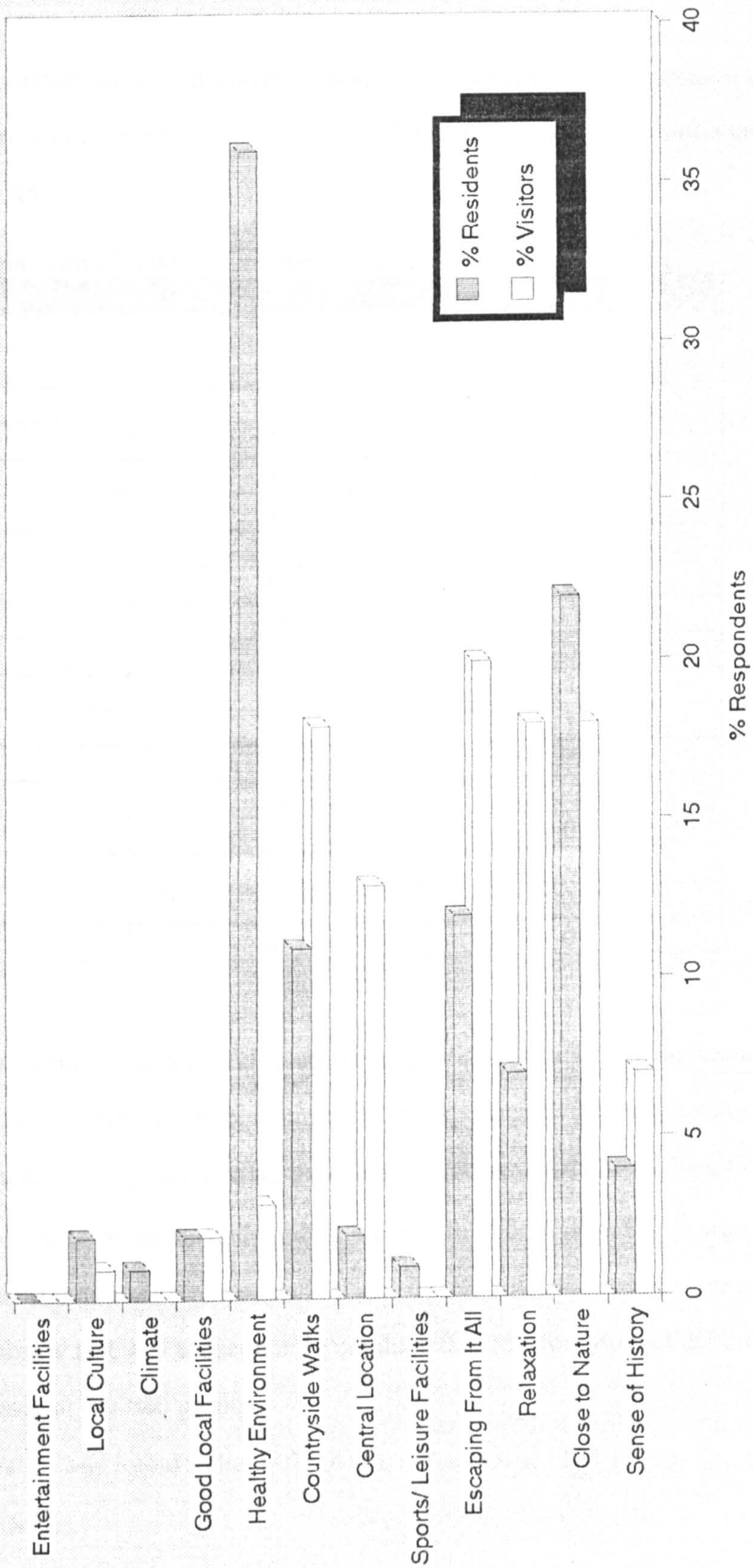


Landscape and Environment

Both residents and visitors were asked what they felt was the greatest asset of Mid Wales. As can be seen from Figure 24, residents seemed to select two items which they felt were the main assets of the area, healthy environment (36%) and close to nature (22%). For visitors, however, the choice was more diverse, with four items being of more or less equal importance - escaping from it all (20%), countryside walks (18%), close to nature (18%) and relaxation (18%). It is interesting that whilst close to nature was felt by both groups to be one of the main assets of the area, there was a large difference in respondents selecting 'healthy environment'; 36% of residents felt that 'healthy environment' was the area's greatest asset, but only 3% of visitors chose this option. A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups. The calculated D value was found to be 0.27; the tabulated value of D at 99% significance was found to be 0.1095. Therefore, as the calculated value of D exceeds the tabulated value of D, we are 99% confident in a real difference between the attitudes of residents and visitors.

This difference in response could possibly be attributed to the different nature of the residents' and visitors' contact with the environment, in that visitors are often in the area for only a short period of time in which they have a defined agenda. The long term involvement that residents have with the place, however, allows more time to appreciate the benefits of a healthy environment.

Figure 24: A Comparison of Resident and Visitor Perceptions of the Main Asset of Mid Wales



Both resident and visitors were also asked to choose two words from a prescribed list which they felt best described the landscape of the area. The results of both questionnaires are presented in Table 45.

Table 45: A Comparison of Visitor and Resident Landscape Descriptors

Descriptor	Visitor (%)	Resident (%)
Rural	9	14
Picturesque	24	15
Scenic	1	12
Rugged	7	2
Tranquil	5	5
Barren	1	0
Interesting	0	2
Undulating	0	2
Beautiful	17	13
Urban	0	0
Mountainous	10	4
Historical	3	1
Natural	8	10
Peaceful	14	17
Oppressive	0	0
Desolate	0	1
Green	1	2
Bleak	0	0

For residents it can be seen that peaceful, picturesque, rural, beautiful, scenic, are all popular descriptors accounting for similar proportions of total responses. Visitor responses, were, however, more concentrated on three main descriptors - picturesque (24%), beautiful (17%) and peaceful (14%). Both residents and visitors seemed to choose descriptors which created a positive image of a rural area.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.07; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D does not exceed the tabulated value of D, we are less than 99% confident in a real difference between the attitudes of residents and visitors.

Both residents and visitors were also asked to respond to a series of statements, indicating their levels of agreement. Three of these statements related to landscape and environment. A comparison of the resident and visitor responses to these statements are presented in tables 46, 47 and 48.

Table 46: A Comparison of Visitor and Resident Responses to Statement 1 ‘There is no such thing as unspoilt nature’

Level of Agreement	Visitors (%)	Residents (%)
Strongly Disagree	6	19
Disagree	60	41
Don’t Know/ Unsure	2	9
Agree	29	25
Strongly Agree	3	6

There is a slight difference between the groups in that although a larger percentage of visitors disagreed with the statement, residents seemed to possess stronger feelings about the issue, with 19% strongly disagreeing.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.13; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D exceeds the tabulated value of D, we are 99% confident in a real difference between the attitudes of residents and visitors.

Table 47: A Comparison of Visitor and Resident Responses to Statement 5 ‘Everyone needs to be surrounded by nature once in a while’

Level of Agreement	Visitors (%)	Residents (%)
Strongly Disagree	0	2
Disagree	2	4
Don’t Know/ Unsure	1	6
Agree	53	48
Strongly Agree	44	40

There appears to be little difference between the responses of residents and visitors, the majority of both groups agreeing or strongly agreeing with the statement.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.09; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D does not exceed the tabulated value of D, we are less than 99% confident in a real difference between the attitudes of residents and visitors.

**Table 48: A Comparison of Visitor and Resident Responses to Statement 6
‘Differences in the weather affect the way I feel about a place’**

Level of Agreement	Visitors (%)	Residents (%)
Strongly Disagree	3	7
Disagree	32	27
Don't Know/ Unsure	4	10
Agree	48	40
Strongly Agree	13	16

Again there seems to be little difference between the responses of residents and visitors, except that residents are slightly stronger in their level of agreement or disagreement.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

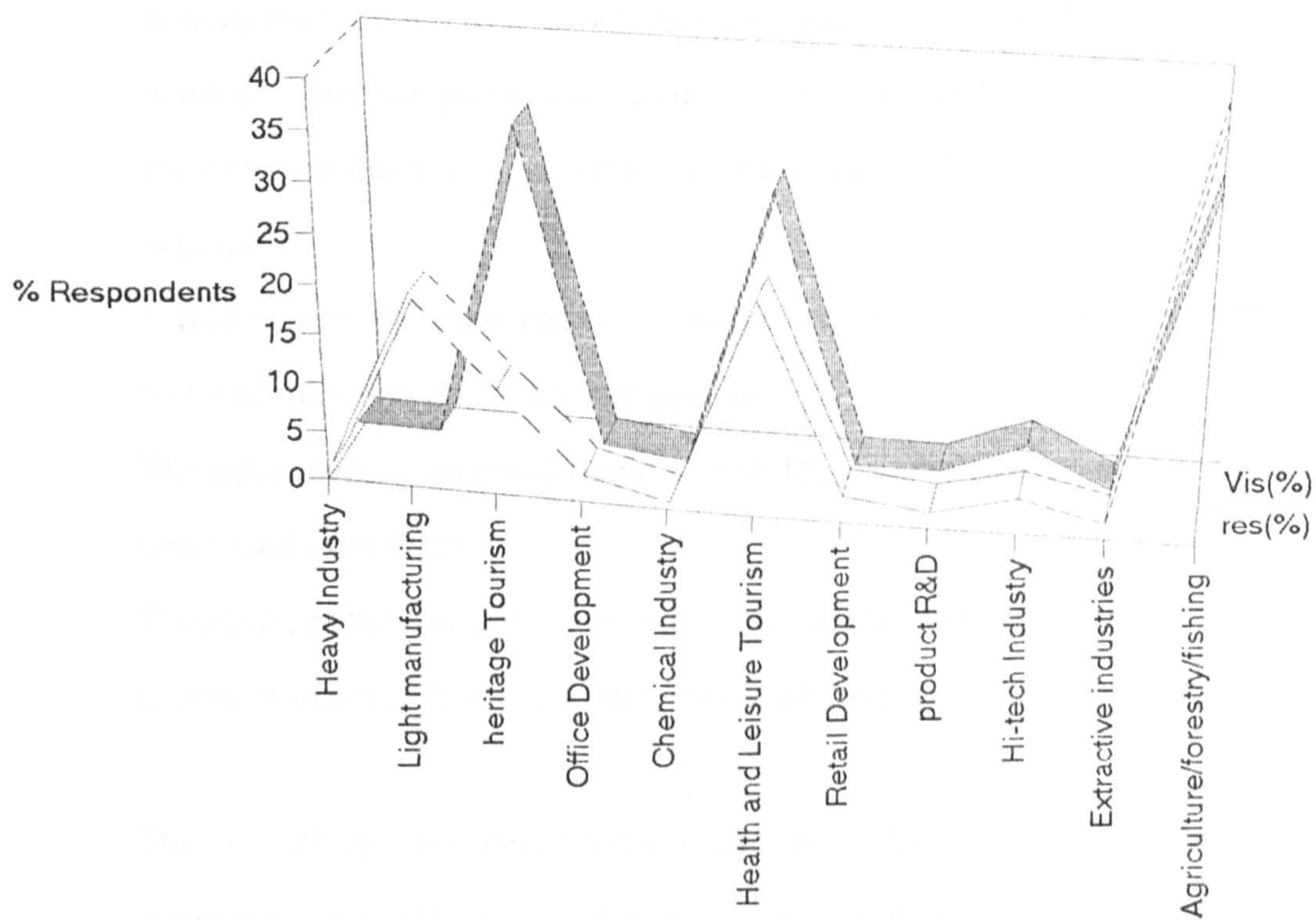
The calculated D value was found to be 0.05; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D does not exceed the tabulated value of D, we are less than 99% confident in a real difference between the attitudes of residents and visitors.

The Economy

Residents and visitors were both asked to choose two forms of industry which they felt were suitable for Mid Wales. The results of both questionnaires are illustrated in Figure 25. It can be observed that the visitors favoured the three forms of economic development which appear to

Figure 25: A Comparison of Resident and Visitor Perceptions of Economic Development in Mid Wales



res(%) Vis(%)

relate most closely to the landscape or environment of Mid Wales itself. The two forms of tourism, heritage, and health and leisure accounted for 61% of responses compared with only 31% in the case of residents. This in itself may be an obvious response to their roles as resident and visitor; however, it is interesting that the actual proportion of responses for each type of tourism differs substantially. Whilst over a half of visitors' tourism responses were accounted for by heritage tourism, this form of tourism accounted for less than a third of residents' tourism responses. Again, in keeping with the landscape of the area, a substantial proportion of both residents and visitors felt that agriculture was an important economic activity for the area, with 40% of residents and 30% of visitors choosing this economic activity. The main point of departure was in the case of light manufacturing; whilst 19% of residents felt that it was important for the economy of the area, only 1% of visitors chose this activity.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.18; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D exceeds the tabulated value of D, we are 99% confident in a real difference between the attitudes of residents and visitors.

The research then proceeded to the subject of health tourism. Both residents and visitors were asked what they felt was meant by the term 'health tourism' by selecting one of a series of possible definitions, or alternatively stating 'don't know'. Figure 26 shows the percentage of residents and visitors who chose each definition. It can be seen that about a third of residents (37%) and visitors (32%) were unaware of the term. The most popular definition chosen was activity holidays, accounting for 21% of residents and 32% of visitors. Surprisingly, given the history of the area, only 17% of residents and 11% of visitors associated the term with health spas. The main points of departure between the two groups were these two descriptions; 11

percentage points more visitors chose activity holidays than residents, and 8 percentage points more residents chose health spas than visitors.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.16; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D exceeds the tabulated value of D, we are 99% confident in a real difference between the attitudes of residents and visitors.

The research then proceeded to ask respondents whether they had ever visited a spa for health or leisure, or whether they would be likely to in the future. The results are presented in Figures 27 and 28. Very little difference between visitor and resident was witnessed for these questions; there was very little incidence of either residents or visitors having visited a spa for either health or leisure. A higher proportion of respondents did however state that they would be interested in visiting a spa in the future.

Figure 26: A Comparison of resident and Visitor perceptions of Health Tourism

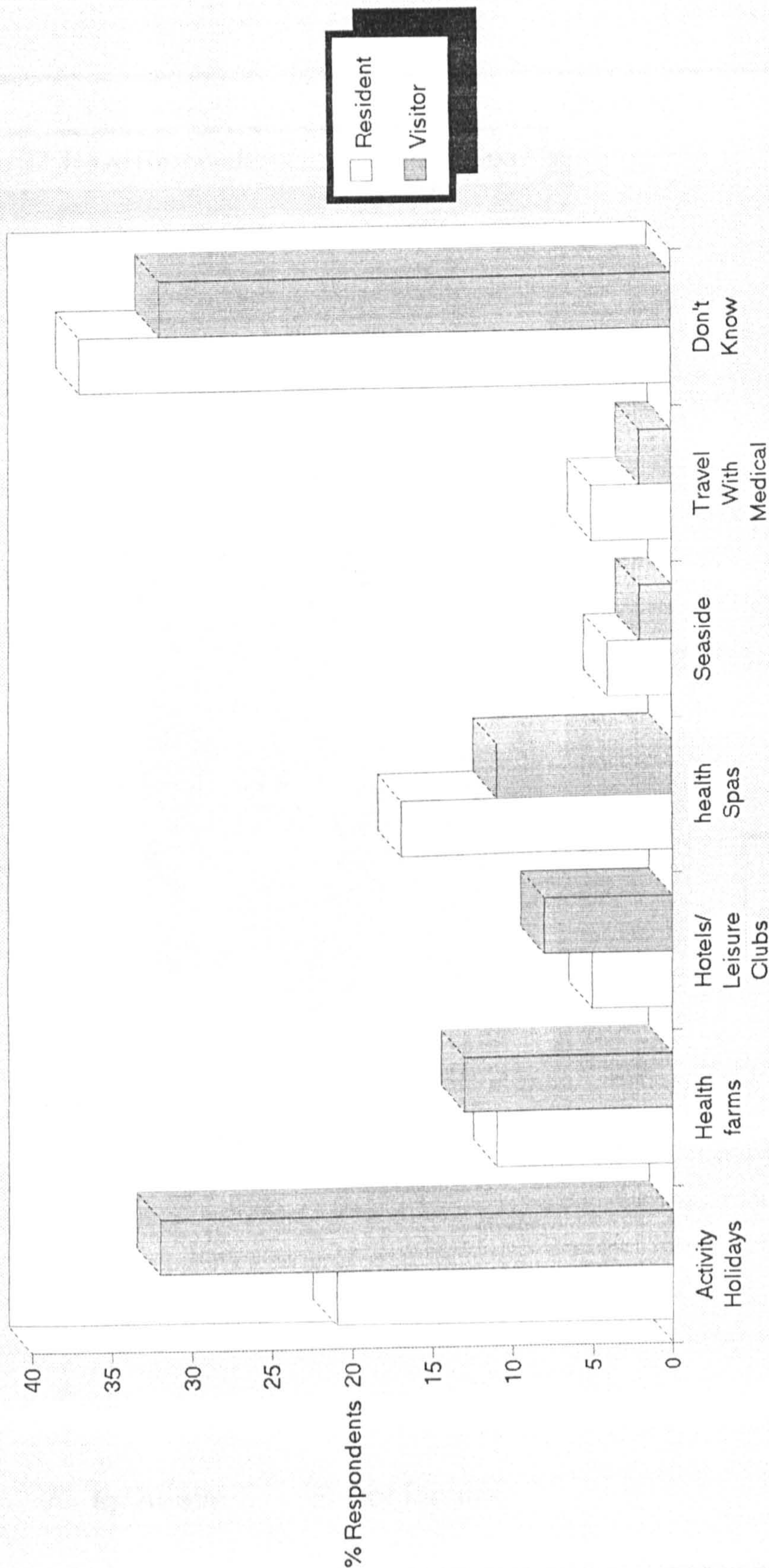


Figure 27: Have Respondents Ever Visited a Spa?

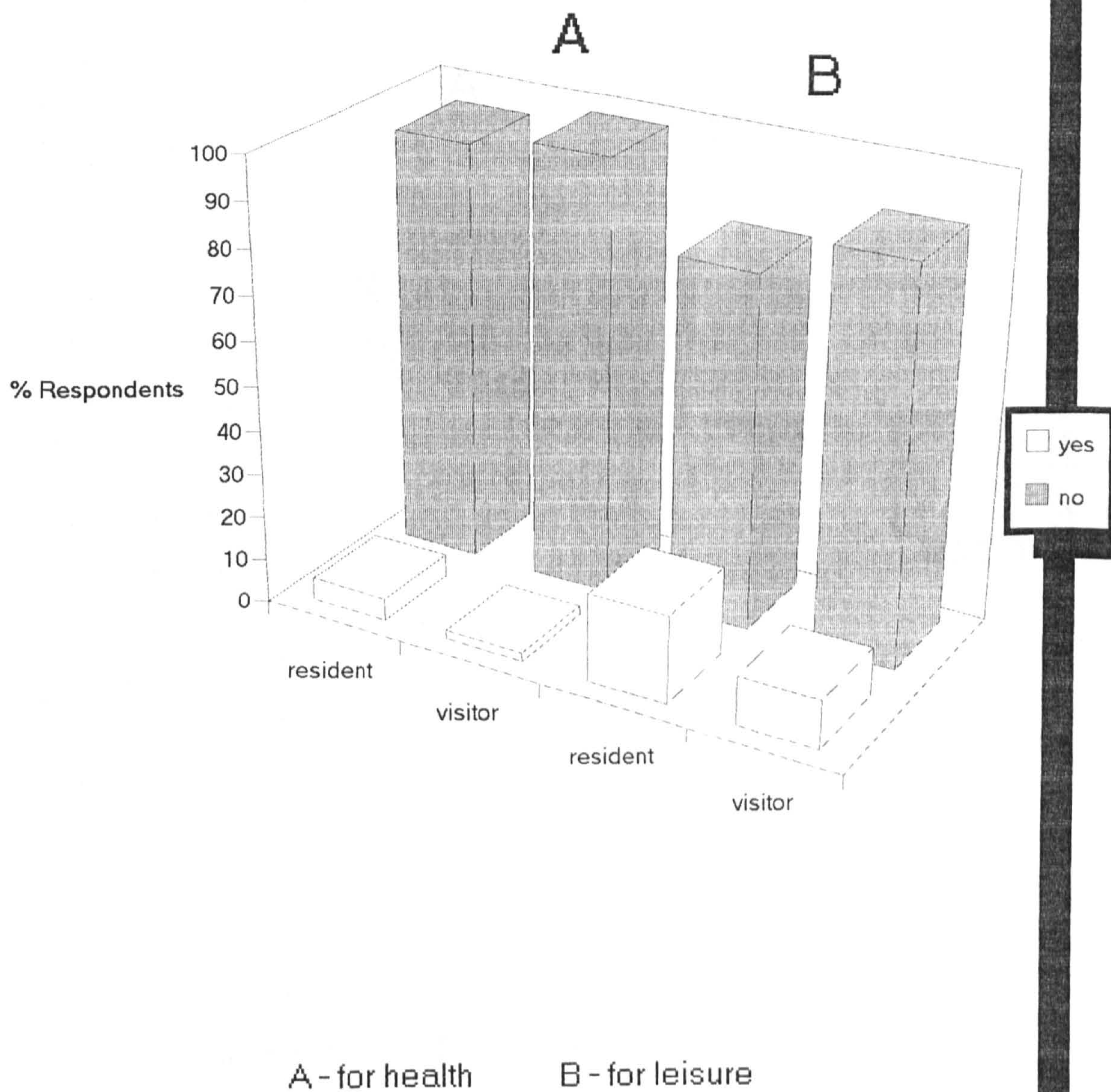
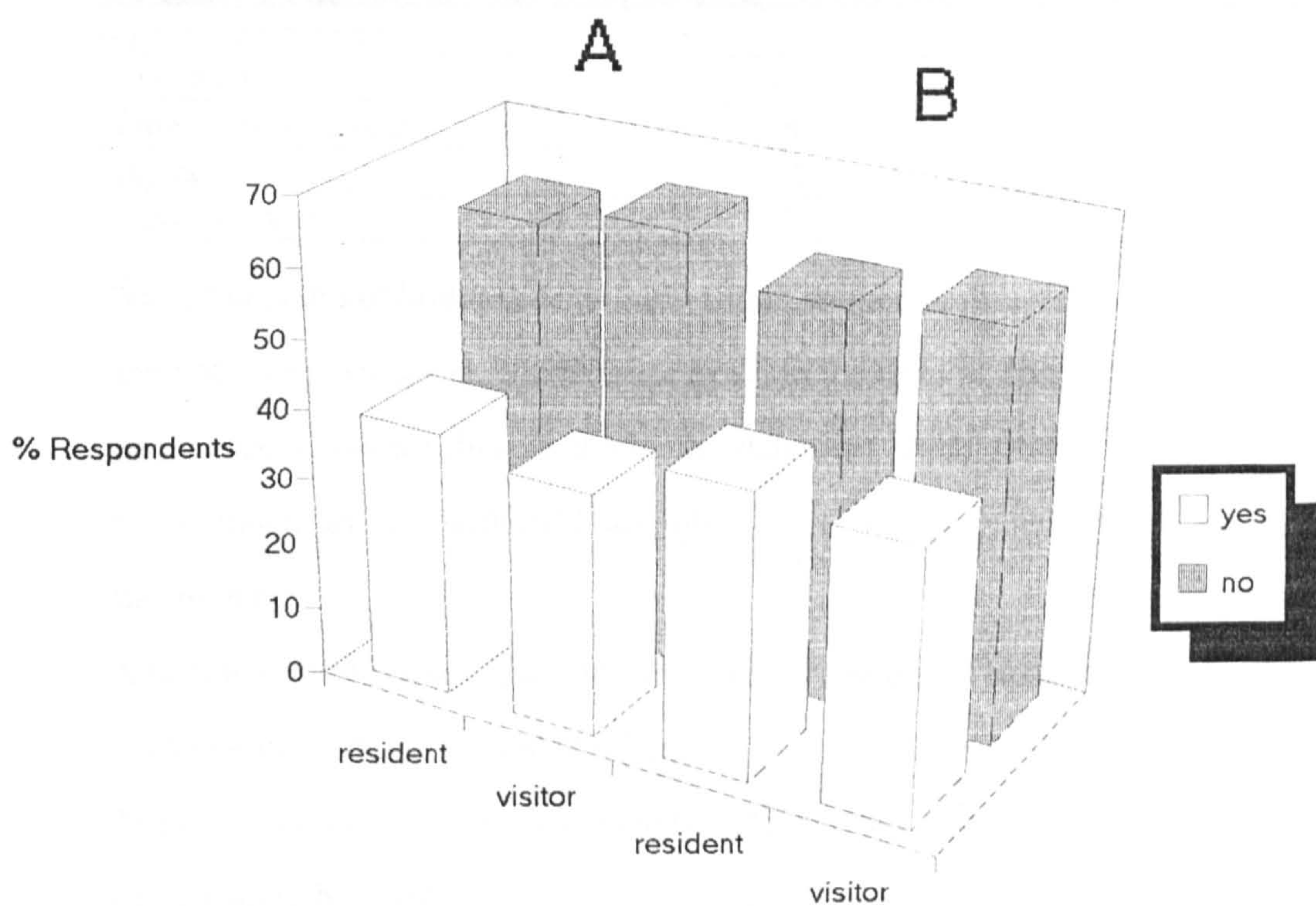


Figure 28: Would Respondents Ever Consider Visiting a Spa (again) ?



A - for health

B - for leisure

Economy Versus Landscape

Both groups of respondents were asked to respond to a series of statements which relate to the dichotomy between preservation of landscape and economic development. Respondents were asked whether they strongly disagreed, disagreed, didn't know/ were unsure, agreed or strongly agreed with the statements. The percentage of residents and visitors selecting each level of agreement is presented in Tables 49, 50 and 51.

Table 49: A Comparison of Visitor and Resident Responses to Statement 2
'Preserving the environment is a luxury when jobs need to be created'

Level of Agreement	Visitors (%)	Residents (%)
Strongly Disagree	12	21
Disagree	63	42
Don't Know/ Unsure	8	10
Agree	15	21
Strongly Agree	2	6

More than 60% of both residents and visitors seemed to disagree to one extent or other with the statement. However, a difference exists in the level of disagreement. Whilst a higher percentage of visitors disagreed with the statement, those residents who did disagree seemed to feel much stronger with 21% strongly disagreeing compared with 12% of visitors choosing this option.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.12; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D exceeds the tabulated value of D, we are 99% confident in a real difference between the attitudes of residents and visitors.

Table 50: A Comparison of Visitor and Resident Responses to Statement 3
'Areas of landscape beauty are a resource that should be drawn upon by tourism'

Level of Agreement	Visitors (%)	Residents (%)
Strongly Disagree	1	5
Disagree	13	15
Don't Know/ Unsure	16	8
Agree	67	56
Strongly Agree	9	16

Over 70% of both residents and visitors agreed to one extent or another with the statement. Overall, there seemed to be very little difference between the response of the two groups, although again a higher percentage of residents felt strongly about the issue - 16% strongly agreeing with the statement compared with 9% of visitors choosing this option.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.07; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D does not exceed the tabulated value of D, we are less than 99% confident in a real difference between the attitudes of residents and visitors.

Table 51: A Comparison of Visitor and Resident Responses to Statement 4
'New forms of employment in rural areas should be landscape related'

Level of Agreement	Visitors (%)	Residents (%)
Strongly Disagree	1	3
Disagree	7	13
Don't Know/ Unsure	9	10
Agree	69	53
Strongly Agree	14	21

Over 70% of both residents and visitors agreed with the statement to some degree. Once again more residents felt strongly about the issue, with 21% strongly agreeing with the statement compared with 14% of visitors choosing this option.

A Kolmogorov-Smirnov test was subsequently conducted to test for any real difference between the responses of the two groups.

The calculated D value was found to be 0.08; the tabulated value of D at 99% significance was found to be 0.1095.

Therefore, as the calculated value of D does not exceed the tabulated value of D, we are less than 99% confident in a real difference between the attitudes of residents and visitors.

From the results of the research, and the subsequent Kolomogorov-Smirnov tests, there is evidence to suggest that the different roles which the visitor and resident respondents play, and their different types of interaction within the Mid Wales landscape may affect the way in which they perceive and respond to that landscape.

Chapter 9: Visitor and Resident Interviews

“New opinions are usually suspected, and
usually opposed, without any other reason
but because they are not already common.”

John Locke 'An Essay Concerning Human Understanding' (1690)

The Visitor and Resident Interviews

In order to further investigate the information gained from the questionnaires, a number of extended interviews were conducted with both visitors to and residents of Mid Wales. The interviews were structured, and were based on the same topics introduced in the questionnaires in order to gain an insight into visitor and resident perceptions of the landscape and economy of Mid Wales. The sampling process generated 14 each of visitor and resident interviews. The outcomes of the interviews are discussed in the following three sections as they relate to landscape and environment, the economy, and landscape versus economy.

Landscape and Environment

Images and perceptions of the landscape and environment of Mid Wales were a major component of what the research sought to discover in its attempt to build up a picture of the 'place' of Mid Wales. Although it was felt that visitors to Mid Wales were just as likely to develop place perceptions of the area as were residents, the degree of similarity between resident and visitor place perceptions was something which needed to be investigated. The relative roles of visitors and residents in the Mid Wales landscape are very different; the experience of the visitor is fleeting and often confined to one particular time of year or season, in comparison residents are subject to a long term, inter-seasonal relationship with the environment of the area.

Consequently, the potential problems and advantages experienced by long term exposure to the environment was examined in the resident interviews. The residents were first asked what they considered to be the benefits of living in the area. For the most part, the residents seemed to strongly identify with the area's benefits, as one respondent expressed, "there are many; we're away from the busy hub of a big town and industrial conurbations, and are very fortunate that pollution is as low as possible in the UK. With the ruralness of the

area, we have the best of both worlds, we are in the country, but can get to all sorts of things we need to get to.”

The countryside, and peace and quiet was identified by several respondents as an important benefit, as was being away from large centres of population, low levels of pollution, and low levels of crime. Overall, the area seemed to be perceived as a friendly rural environment, with the exception of one respondent who said of the benefits of the area, “there are very few. Its a country area rather than a populated industrial city, but there are a lot of similar places which have more going for them.”

The respondents were subsequently asked what they felt were the disadvantages of the area. These responses transpired to be quite varied, as one respondent expressed, “it all boils down to what angle does one look at it from; for some there must be (disadvantages).....we’re not badly off.”

The main disadvantage which was identified was distance, which it was felt affected many aspects of life, especially for those who couldn’t drive, and was felt to affect access to facilities, shopping, education and professional employment. Distance, or communications was viewed as the main disadvantage by the majority of respondents; however, in many cases the respondents had retired to the area, and admitted that they didn’t really feel the effects of distance as much as younger people who had grown up in the area might feel. One respondent who had moved into the area to develop a family business felt very strongly about the disadvantages of living in the area, and expressed:

“It’s a run down apathetic Welsh area still living on the back of Victorian times and hasn’t woken up to the 1990s. It’s full of three types of people: 1. people who have migrated from the industrial Midlands to retire and are happy with the area and don’t need anything, 2. down and outs moving into the area, and, 3. people who have lived here all their lives and if have ambition, get out of here.”

The experience of the visitor is so fleeting in comparison to that of the residents, the researcher felt that rather than ask visitors what they felt are the advantages and disadvantages of visiting the area, it would be more useful to ask them why they chose to visit Mid Wales. It is interesting that few respondents included any notion of an 'expected place' in their responses; respondents gave their reasoning as business, the Royal Welsh Show, to visit relatives, or merely that they wanted a holiday and hadn't visited the area before. Two respondents who were returning to the area, were more descriptive over their choice of destination. One respondent commented,

"The scenery and the history of the area made us come back,"

whilst another expressed:

"I have been here two or three times before, I have agreeable memories of previous visits and what the area offers."

Having gained a preliminary insight into the way in which residents and visitors viewed Mid Wales, the research went on to further examine the way in which respondents associated themselves with the area. In an attempt to draw out respondents' imagery of Mid Wales, both residents and visitors were asked whether they felt that the area was similar to any others that they had visited recently. Visitors seemed to identify Mid Wales with parts of Scotland and the Lake District; the area was also linked to Austria and 'the landscape of much of Europe'; two visitors, did however, feel that the area was actually quite different from any others. A larger proportion of residents felt that the area was unique, as one respondent expressed:

"it's quite different geographically and topographically to areas where I have lived before; this area is more economically depressed than any other areas I have lived."

Another respondent voiced,

“Yes (its like) many parts of rural Britain, but Llandrindod is a little unique, the people are quite cosmopolitan, there are people from all parts of Britain. I found Llandrindod quite different thirty-four years ago - smaller towns in those days were more parochial.”

Those residents who did see similarities to other areas again highlighted Scotland and the Lake District; Somerset, Cornwall, Dorset, and not surprisingly, other parts of Wales were also used as comparisons. The researcher also wanted to explore how visitors felt about the area in comparison to their own homes. Therefore in the visitor interviews, respondents were asked ‘would you say this area is similar or dissimilar to the area where you live?’ The majority of visitors felt that it was dissimilar to the area where they lived; the factors that they highlighted included topography, settlement pattern, architecture, vegetation, industrialisation and type of town. One respondent from Australia felt:

“it is similar in some respects, the open countryside, hills and fields, but in Australia towns live off the surrounding countryside, whereas in Wales the townships must be self sustaining as they are so close together.”

The ability to compare Mid Wales with other areas not only generates some imagery of the perceived Mid Wales for residents and visitors, but it also demonstrates the respondents’ awareness of the different facets of the environment in which they choose to live. The ability of the respondent to describe and almost deconstruct the Mid Wales environment was further examined in both questionnaire and interview formats with residents and visitors. Within the questionnaires, respondents had been asked to choose two words from a prescribed list which they felt best described the landscape of Mid Wales. This process was also conducted in the extended interviews, although with a slightly different approach. In the interviews, respondents were given free choice of four words which they felt best described Mid Wales. Whilst some respondents chose four individual words, others preferred a short sentence. The results are presented in Table 52.

Table 52: Visitor and Resident (Interviews) Description of the Landscape of Mid Wales

Visitor Interviews		Resident Interviews	
Word	Frequency	Word	Frequency
Green	7	Peaceful	6
Beautiful	5	Quiet	5
Hilly	3	Green	5
Picturesque	2	Varied	5
Undulating	2	Beautiful	4
Lush	2	Rural	3
Peaceful	2	Undulating	3
Quiet	2	Pleasant	2
Varied	1	Hilly	2
Scenic	1	Tranquil	2
Fertile	1	Fresh	1
Empty	1	Unique	1
Watery	1	Unspoilt	1
Verdant	1	Enduring	1
Mountainous	1	Fascinating	1
Unchanged	1	Picturesque	1
Wooded	1	Scenic	1
Pastoral	1	Agricultural	1
Untouched	1	Mixed	1
Excellent	1	Soft	1
Mellow	1	Wooded	1
Rounded	1	Sheep	1
Unspoilt	1		

also:

naturally beautiful mountainous terrain

beautiful when not raining

a beautiful cultivated wilderness

green upland incised plateau

not too thickly populated

For both residents and visitors, their choice of descriptors again created images of a peaceful, green, beautiful environment. All the words used were positive imagery rather than negative images of a bleak, harsh environment. Although the frequency of words used differed from residents to visitors, it is apparent that the same type of images were being generated by both groups, and in fact the words used by both groups were often the same.

The Economy

The second major component of both the questionnaires and interviews was an attempt to gain an insight into the way in which respondents perceived the economy, and economic development in Mid Wales. In the extended interviews, as in the questionnaires, respondents were asked to choose two forms of economic development which they felt were most suited to the area. Responses in the extended interviews were much more varied than they had been in the questionnaires. The frequency of responses are shown in Table 53.

Table 53: Visitor and Resident (Interviews) Choice of Economic Development for Mid Wales

Industry	Resident	Visitor
Heavy Industry	0	0
Light Manufacturing	4	4
Heritage Tourism	4	2
Office Development	1	0
Chemical Industry	0	0
Health and Leisure Tourism	11	10
Retail Development	2	0
Product Research & Development	0	1
Hi-Tech Industry	1	4
Extractive Industries	0	0
Agriculture/ Forestry/ Fishing	5	7

Once again, as they had been in the questionnaires, health and leisure tourism, and agriculture/ forestry/ fishing appeared to be important to both residents and visitors. In the extended interviews the respondents were asked to justify their choice. Tourism was felt to be an important part of the area for visitors mainly

“because of the landscape,”

it was also identified as being

“relatively easily established,”

and,

“you can associate with it easily.”

Another justification for health and leisure tourism that appeared several times in the responses was that,

“Mid Wales has a healthy feel.”

Residents, on the other hand, seemed to view tourism as more of an economic option, rather than a natural response to the assets of the area, as one resident stated:

“I don’t see that any of the others are viable; in retail there is a severe limit to the market, and there’s not much scope commercially for extending manufacturing or agriculture. I came to tourism through elimination.”

Similarly, in the case of agriculture, visitors agreed on the view that

“it is natural in the area,”

and seemed to look upon it as part of the landscape they were visiting rather than a living part of the economy, whilst although residents also believed that

“its obvious that its what they countryside lends itself to,”

they also saw the need to

“sustain traditional employment.”

For visitors, the countryside appeared to be the primary consideration, and was certainly felt to be an important aspect in governing the choice of economic development in the area, with the attraction of the landscape, and re-use of the existing facilities. For example, in relation to hi-tech industry, one visitor felt,

“computer based industries can go anywhere; here you can also sell the attraction of the countryside,”

whilst another said,

“I envisage it in a converted barn using local skills.”

Light manufacturing was to some extent viewed as a panacea for unemployment in the area. It was the only form of economic development chosen by visitors and residents alike because they perceived it necessary for providing jobs for the indigenous population, expressing that it is

“important for the survival of the area,”

“you need some jobs for the area,”

and,

“the people here need employment.”

Tourism had already been highlighted as important in the minds of both residents and visitors. In order to further examine the question of how residents view the role of tourism in the area, they were asked if they thought that tourism should be encouraged in the area. Most of the respondents felt that it should be encouraged as

“it brings economic wealth,”

but that the implementation of tourism in the area should be done with careful consideration, as one resident expressed,

“yes, there’s a need for it for the local economy but it should be controlled, there’s a balance one’s got to reach.”

The attaining of a balance appeared to be a major concern with regard to the development of tourism in the area; one respondent expressed with concern that

“it would be a pity if tourism was of the order that places in Radnorshire changed because of it,”

whilst another stressed,

“I don’t think it (tourism) needs encouragement, it (the landscape) needs to be protected.”

One aspect of tourism, and subsequently of the local economy, which was of particular interest given the recent drive by the Local Authorities in the area to revitalise the spas, was health tourism. Given its historic importance in the area, allied to this recent interest, the research undertook to examine whether health tourism is currently part of the identity or economy of Mid Wales.

Respondents were asked whether they would like to see more spa facilities developed in Mid Wales. Here there was rather a mixed response; some visitors felt that it didn't apply to them - either they were not interested, or had no intention of visiting Mid Wales again. There was also a marked negative voice, with visitors expressing

“no, Mid Wales doesn't need them,”

and,

“I don't think people in this country are spa conscious unlike on the continent in Germany or Czechoslovakia.”

This view was echoed by residents; one expressed

“personally, not particularly; it is at the moment the thing to be involved in, but in ten years time it won't be as great an idea as it is today. it will burn itself out and won't particularly help the area.”

One resident was even more sceptical, saying,

“personally no - its always been a con and it always will be a con. A small group of people wish to re-introduce spas, but they'll never get anywhere because no-one is interested.”

Those who did feel that the spas could be developed were cautious to suggest in which way. Some suggested that the development of the spas should be in terms of heritage rather than health, for example,

“It would be a good idea in the respect that a tour of all the old spas of Mid Wales would take off as a form of tourism. The spas towns of Mid Wales need some evidence of the former spas to remember their heritage.”

and,

“Under heritage rather than health. I’m not convinced of the healthy properties of a spa town, but you could promote Llandrindod Wells in terms of the history of the town; where Rock Park is situated it could be better organised, there could be more encouraged, but not spa water.”

One respondent felt that although the spas may form an important part of Llandrindod, they are not the panacea,

“they should be retained, but its not the answer to the problem of Llandrindod, its not the saving grace of Llandrindod any more than it has been of Bath.”

Considering health and leisure tourism had featured so greatly as respondents’ choice for economic development in the area, the researcher didn’t feel that this was emulated in the respondents’ attitudes towards health tourism. However, earlier in the interviews, the respondents had indicated that a ‘healthy feel’ was important in their justification of choosing health and leisure tourism as a suitable economic activity. Furthermore, in the interviews the respondents were given a free choice to define what they thought was meant by health tourism. The majority of responses referred to a healthy environment, for example:

“tourism that is in some way related to healthy living; today a great concern.”

“tourism that has a specifically health dimension, or is organised around the concept of health, for example, diet, exercise, or the total experience of a healthy holiday.”

The research then proceeded to explore this phenomenon of a healthy environment, and whether a particular landscape such as that of Mid Wales can be responsible for feelings of well being. The majority of both resident and visitor responses seemed to indicate that the

landscape or environment was an important factor for a healthy feel. This perhaps goes back to the identification of health and leisure tourism as a suitable form of economic development for the area. On being asked how far they thought a particular landscape or environment was responsible for feelings of well being, one resident responded,

“It has quite a lot, it certainly was an inducement to me to have moved here; its quite a challenge to planners for people to have the opportunity to visit places which are beautiful and peaceful,”

and another believed,

“its responsible in quite a good way; I would imagine if I were living in a really urban area I would get a real wish to get out into fresher, quieter, rural areas.”

The visitors to a large extent echoed this view, one expressing:

“the environment has a huge impact, of which the landscape is only a part. I would say that internal as well as external environments have an impact - the totality of the environment.”

One respondent, however, seemed to feel that you almost have a choice whether landscape affects you, stating:

“it does only if you stop to consider it. If you do not notice landscapes, they cannot affect you.”

Economy Versus Landscape

The next component of the research was to look at the economy versus landscape issues, and investigate how perceptions of landscape impact upon people's ideas about the economy.

Respondents were asked how far that they thought the landscape could be viewed as a resource which could be drawn upon by tourism. Both residents and visitors for the most part seemed to agree that the landscape is a resource for tourism, but respondents expressed varying opinions as to what extent the area should be exploited for tourism. These responses can be generally categorised into three groups.

Firstly, a few believed that tourism should be the primary consideration of the area, expressing that,

“if the landscape is used for other things then it spoils it for tourism,”

and,

“the less you put into or take out of a landscape the better; if you’re looking for something else, then go somewhere else.”

One respondent did acknowledge that

“if industry is necessary in a region, the area should be regenerated after or incorporated into the landscape and hidden from view,”

whilst yet another stressed the need for increasing tourist facilities in the area.

The second group comprised those who stressed that a balance needed to be attained between tourism and the landscape, as one stated:

“I think you need a careful balance, of course the landscape can be used to attract tourists, but attracting too many will spoil the resource itself.”

This group were concerned about the exploitation of the area by tourism, and were perhaps a little sceptical about tourism being sufficient to support the local economy, as one respondent expressed,

“it is a resource that tourism draws on, and also a resource to the populations that don’t live within it. Places like this make life liveable, but I am sceptical about tourism being able to develop sufficient wealth to be the mainstay of the region. Any region that relies solely on tourism is in trouble.”

Perhaps somewhat ironically, this group of respondents who expressed a concern about tourism and the environment were wholly represented by visitors.

Conversely, a third group comprising residents felt that,

“at the moment it (the landscape) is under exploited,”

and that,

“there are endless opportunities with the reservoirs and the River Wye; you can have peace and quiet and rest yourself.”

One respondent went as far as saying that the landscape is

“the prime resource to be drawn upon by tourism as its about all we have to offer here.”

It appeared that this view was also held by other residents who felt the landscape was the main resource they had to offer, and one could almost sense pride in their responses, as one resident described:

“landscape is the visual picture, if they are not already doing so I think they could encourage more to be made of the landscape - beautiful scenery and lovely green areas. Mid Wales is less affected by chemical fertilisation and is still a little more natural. They could encourage more coach parties as the area has got a lot to offer. Having said that I don’t want to over encourage people to come.”

Marketing was also felt to be an important factor, although one respondent stated that

“the Wales Tourist Board and the Countryside Council for Wales haven’t had much success on the promotion of the area.”

The residents appeared keen to promote the assets of their area, and although they appeared to have regard for their environment, they seemed less likely to want to shroud it from development than visitors to the area, which is perhaps characteristic of a response from a community which has historically taken its income from the landscape, and is still turning to it to provide new answers in the light of agricultural decline.

The whole ethos of the ‘natural’ landscape which visitors seem so keen to protect is in a way overturned by a response from a resident, whose job is in effect to manufacture landscape, and in doing so, manipulate tourism,

“the landscape is vitally important, but is something people perceive in different ways. The firm I work for has very positive ideas on landscape, and we are changing it from what it was

by a different approach to plantings. very little consideration was given to landscape up until the 1970s, now we are trying to diversify the landscape by different shapes, colours and height. All work is now landscape, generally because of a mixture of farming and forestry; a broad mix helps to bring in visitors. As farming decreases again, more land will become available; we need to broaden access to the countryside rather than restrict it as most farmers do, and more encouragement should be given to farmers to do this.”

The point that landscape means different things to different people was exemplified by a response by a visitor who commented on the Mid Wales landscape:

“I don’t think there is much that you could do with the landscape; it is not particularly good farming land, and it is quite bleak, so I don’t really think it would be of much interest to tourists.”

The avenue of inquiry then progressed a step further as respondents were asked how they viewed the need to develop an area to provide employment balanced against the preservation of the landscape. This question seemed to provoke very definite opinions. On the whole, residents voiced concern over the need for employment in the area, although they conceded that any new employment should be carefully sited in the environment. One resident commented,

“there is a need for employment as young people have to travel outside, but it has to blend in with the landscape, but to attract employment you need a road building scheme.”

The problems experienced by the younger generation were described by several respondents, as were the problems of initially encouraging industry in the area,

“it needs someone to do something very dramatic, nobody gets up and does anything. The Development Board for Rural Wales created factories in the area, and renovated the autopalace, but they haven’t done their homework. Nobody is going to take them on, they haven’t looked at the infrastructure of the area, or lack of it. Nobody is actually doing

anything, they're happy to live on what it was in Victorian times. They've been talking about Rock Spa for years, but they just keep talking."

Not all respondents were as critical of the local agencies' abilities to provide employment, as one said of employment creation:

"they've got to be things that can be commercially viable, you can't expect outside assistance for very long; quite a lot has been done by the Development Board and Tourist Board, unfortunately agriculture is taking less and less people as the years go by because of the quota system. Things may change a little bit in the future as I'm given to understand Europe has not got as large food mountains as it used to. A lot has been done in the area to provide employment particularly through industrial estates, but there are a number of factories that have not been taken up by commercial enterprise as there is less demand. Nevertheless, the Development Board is on the verge of opening up a new development site. As lay people we tend to be a little critical, however, they know better than us."

The main problems highlighted by residents seemed to relate to the problems of introducing new employment to the area due to infrastructure and general apathy. Although landscape was felt to be a consideration in the siting of industry, it was obviously a secondary one, one visitor in particular expressed this view, stating,

"I am very anti trying to keep things static, everyone has the right to economic well being; careful management is about looking after land, it's not a question of either/ or. People who don't live in industrial landscapes often don't regard the needs of the people living there.

Visitors or holiday home owners often want an area to be kept as it is, putting it in a museum without a thought to the local economy."

This view was expressed strongly by another respondent, who said,

"don't touch these areas, leave the countryside, there are enough areas for people to find employment, you don't need to destroy any more areas."

The remaining visitors believed that attaining a balance was the primary consideration in an area like Mid Wales, and many suggested that the way to achieve this was through tourism or agriculture.

The changing state of the economy in Mid Wales has already been hinted at by some respondents. In addition, residents were also asked whether they had seen any changes in the area, if they would like to see any changes, and how they envisaged the Mid Wales of the future. There was an overwhelming identification of change in terms of an increase in the housing stock, and the closure of small shops in the area. All the points of change identified by respondents can be found in the following one response:

“the population of Llandrindod has grown, the population was three and a half thousand, now its a little over five thousand, which has meant a lot of changes in the housing picture. The view opposite was empty fields, now its houses, a lot of buildings have sprung up. There has been a notable increase in traffic, there was a time when there were more sheep on the roads than cars. The whole road has been changed, it used to be a lane, in the last six years it has turned into a highway.”

Although the residents seemed to identify the same main changes that had occurred within recent years, their recommendations for changes to be made in the area in the future were quite varied. A couple of respondents were of the opinion that no changes were required in the area, whilst another believed that visitors to the area should be stopped! The most popular components of change that residents required were the development of the area's infrastructure, transportation and amenities. The expansion of shopping facilities and the encouragement of new industry into the area were also popular requests. A couple of respondents expressed the wish to reverse the general apathy in the area, and one respondent believed that there were a lot of changes needed,

“mostly related to changes in attitude, particularly in the trading environment, the attitude is very laissez faire....I’d like to kick everyone up the backside, we don’t seem to be in the 1990s; there are very difficult trading conditions everywhere, but here they don’t seem to acknowledge it at all. I’d like to see more environmental changes - a regression in the environment, certainly within the farming area. I’m waiting with baited breath to see what the new local government shakeout will do. I’d also like a recognition by central government that life is tough for teenagers in the area; they are stuck at home with very little opportunity to socialise unless they have co-operative parents.”

The voice of residents overall seemed to strongly emphasise the need for economic development in the area, for the improvement of facilities, and the provision of employment, but how far did they feel that their required changes would be implemented? The respondents were then asked how they viewed the future of Mid Wales. Despite their requirements for change, the majority of respondents believed that Mid Wales would remain much as it is today, at the best they envisaged it developing its tourist potential as “it has nothing else to offer”

At the worst, the future of Mid Wales was ‘bleak’ and, “unless much more effective effort is made to employ local youngsters in worthwhile jobs with a career I can only see stagnation - economic stagnation and a gradual deterioration in the infrastructure; businesses won’t come here because although we have good roads, they are rather long - unless you have lived here you don’t appreciate the disadvantages. We lose the best of our youngsters, when they’ve been to college they don’t come back....we have an ageing population with fewer and fewer attractions for outside business. I can’t see it going any other way unless there are effective steps to keep youngsters here.”

Chapter 10: Agency Interviews

“What *is* the answer?...in that case what is the question?”

Last Words. Donald Sutherland (1951) Chapter 6

'Gertrude Stein. A Biography of Her Work'

Introduction

The final stage of the methodology comprised a number of interviews conducted with representatives of agencies involved in the development of Mid Wales. As described in the methodology, the intention of these interviews was not only to gain an insight into agency perceptions of Mid Wales, but more importantly, to gain their responses to some of the preliminary outcomes of the visitor and resident questionnaires and interviews. In addition, the agency interviews also investigate to what degree the perceptions of residents and visitors are currently incorporated into the policies and plans of these agencies which effectively govern the area. The agencies were approached and asked to nominate a suitable interviewee; the agencies and their representatives were:

Development Board for Rural Wales - Emyr Poole

Mid Wales Tourism - David Peate

Radnorshire District Council - Nick Wilcox

Brecknock Borough Council - Mr Dalwood

Countryside Council for Wales - Hazell Drewitt/ Roger Saunders

The interviews proved to be quite varied in both their content and duration. The level of interest shown by the agency representative and the time that they were prepared to devote to the interview also differed from one agency to the next. The most obvious point to emerge from the process was that the interviewees responded very much as representatives of their particular agency; for each respondent the advantages and disadvantages highlighted were very much derived from their own particular mandate. For example, whilst the Development Board for Rural Wales spoke of the advantages and disadvantages of the area in terms of industrial development, the Countryside Council for Wales spoke of the landscape, and Mid Wales Tourism spoke of the advantages and disadvantages for tourism.

Despite these apparently different agendas, all agencies seemed to agree that the requirements of residents of and visitors to Mid Wales were different. The main belief amongst the interviewees was that a compromise needed to be attained between the needs of residents and visitors, and between landscape and economy. However, there was little indication of how such a balance could be achieved in practice, or indeed little evidence of the incorporation of visitor or resident views into policy formulation.

The interviewees seemed confused about the identity of Mid Wales as an economic unit, whilst they acknowledged that Mid Wales has a poor inward investment potential, which is exacerbated by poor communications, the same problem in communications was seen as an advantage from the point of view of tourism marketing to emphasise the solitude of the area. In addition the interviewees seemed to portray that Mid Wales is currently in some form of limbo with agricultural decline, few realistic opportunities for major inward investors, and the out migration of the younger population, the agencies in the area appeared to be searching for a new identity. This in itself could be partly responsible for the encouragement to re-create the area as a health tourism destination. Again the interviewees' ideas on health tourism were very greatly influenced by their role in relation to the project; those agencies who had been directly involved in the attempt to create a health tourism product were very defensive of the issue, whereas the remaining agencies, although believing that health tourism did have some sort of role in Mid Wales, strongly stressed the need to develop other economic interests.

These interviews are discussed more fully in the following three sections. The first section examines the agencies' perceptions of Mid Wales, its advantages, disadvantages and their recommendations for future development in the area. The second section looks at to what extent the agencies currently take into account the perceptions of residents and visitors in their policy formulation. The third and final section deals with the agencies' responses to some of the preliminary outcomes of the resident and visitor questionnaires and interviews.

Perceptions of Mid Wales

The visitor and resident questionnaires and interviews had attempted to elucidate the way in which visitors and residents perceived the landscape and the economy of Mid Wales. It was a natural progression to wonder about the agencies' perceptions of the area, and the degree of similarity to those views expressed by the visitors and residents. Additionally, the researcher felt that the best way to introduce the research was to actually get the interviewees to start thinking about what they felt were the advantages and disadvantages of the area.

The agencies were initially asked what they felt are the advantages of Mid Wales. As might be expected, the responses were generally related to the particular concern of the agency representative, whether it be industrial development, tourism or the landscape. Having said this, the major advantage that was highlighted by all five agencies was the landscape, differences in response amongst the agencies can be attributed to the way in which they interpreted the landscape as an advantage. For example, Emyr Poole from the Development Board for Rural Wales saw the environment as an advantage in attracting industry to the area, stating:

“the environment is one of the main ones; hi-tech industries like coming to areas with clean air and a high quality of life.”

In a similar way, Nick Wilcox, Radnorshire District Council expressed:

“the quality of environment that exists and the quality of life. We in this area can offer a very attractive environment with an adaptable workforce that has shown and demonstrated that it can adapt to most types of industry coming in to the area.”

The landscape was not only felt to be an attraction for industrial development; the idea of a high quality environment in terms of scenery and landscape was felt by Mr Dalwood of

Brecknock Borough Council to be a major advantage in terms of tourism potential; he listed the advantages as:

“the scenery, the choice of different types of accommodation and attractions, outdoor holidays, open spaces, small market towns, close communities and interesting places to visit.”

David Peate of Mid Wales Tourism went a step further, presenting the idea that the whole area of Mid Wales is a “sustainable tourism product”, he went on to say that

“it has spectacular scenery all in close proximity to itself and distances remain fairly easy. We have a good tourism product in the accommodation from country house hotels to farmhouses. Also in the last two to three years in particular we have seen a rise in the number of good quality but not high value tourist attractions.”

The importance of the landscape of the area was re-iterated by Hazell Drewitt and Roger Saunders of the Countryside Council for Wales, who when asked what they felt were the advantages of Mid Wales, responded by saying:

“on the visual side, the landscape, its largely rural with a slow pace of life, and is generally a laid back place to live; a lot of the area has been proposed for designations of one form or another. The whole area of the Cambrian Mountains were proposed, but it was never accepted by the Secretary of State, and so it has never been designated as a National Park - Radnor Forest AONB was also proposed but never designated. From the tourist point of view it is a very nice place to come, its comfortable; some people are almost frightened by dramatic landscape. It isn't commercialised to any great extent at all, you always have the feeling of being in the countryside; it hasn't got the feeling that visitors are being dragged in from all around. The Mid Wales Festival of the Countryside has been running for ten years, which was an outcome of the World Conservation Strategy. The aim was to promote what was available, but on a low key basis, we need a number of small scale attractions to keep people moving from one to the other, but nothing major.”

It seemed to be overwhelmingly felt that the landscape or environment is the major advantage of Mid Wales; however, it is interesting to note that the three different roles that the landscape is envisaged as playing. Firstly, Emyr Poole Development Board for Rural Wales (DBRW), and Nick Wilcox, Radnorshire, view it as an asset which can enhance the ability to attract industry to the area. Secondly, David Peate, Mid Wales Tourism, viewed it as a product in its own right, being marketed and consumed rather than marketed as an additional benefit. Thirdly, Hazell Drewitt and Roger Saunders of the Countryside Council for Wales (CCW) viewed the landscape as the main consideration, important for its own sake rather than because of the use mankind has for it.

Having established that the main advantage of the area for the agencies was the landscape, albeit for different reasons, the researcher went on to try and ascertain what the agency representatives felt are the disadvantages of the area. Again, a common theme was to emerge, summed up in this response by Emyr Poole (DBRW)

“the infrastructure is still quite poor, from transport through to communications.”

Nick Wilcox (Radnorshire) gave some indications of how a poor infrastructure could affect the area:

“this area is not going to suit a big inward investor. We have the problem of peripherality, we are at the edge of centres of population, we do suffer the impacts of national trends quicker, and recover slower. Communication and transportation are improving, but are still disadvantages to inward investment.”

Poor communications may be thought of as a disadvantage to inward investment by some, but David Peate (Mid Wales Tourism) has an alternative way of looking at the communications problem, stating:

“one of the disadvantages is road communications, but in the end it creates an advantage, as you have the opportunity to take it easy.”

Whilst communications and infrastructure are for many seen as a disadvantage, the inaccessibility that they generate are actually seen as an advantage for certain sectors of the tourism industry which utilise images of peace and quite and 'far from the madding crowd' in a marketing strategy.

The form that tourism should take in Mid Wales was not wholly agreed on by the agency representatives. Whilst David Peate (Mid Wales Tourism) expressed that a lack of communications could be an advantage for tourism, Mr Dalwood (Brecknock) felt that one disadvantage was that

"we don't have any major tourism attractions to attract visitors in great numbers, and no large scale hotels outside Llandrindod Wells."

There consequently seemed to be some confusion over the direction that tourism should take in Mid Wales and whether an improvement in communications and infrastructure will act to encourage or discourage tourists to visit the area. However, it is important to remember that the poor quality infrastructure in the area not only affects levels of tourism, but in addition a major factor in the lives of the resident population, something which most of the agencies seem to omit from their discussion. Hazell Drewitt and Roger Saunders do, however describe some of the disadvantages of the area as they affect the local population,

"we have a low density of population at 19 per sq. km and the population is in decline predominantly due to out migration of young people. The agricultural economy is in decline, we have a low GDP and low income levels; there are no major industries in the area, so there's nothing to push the wages up. We have a high proportion of self employment and a high dependence on the service sector. The population of Mid Wales are hit even harsher by government policies as cars are a necessity as we have a lack of public transport. As an organisation we look at ways of improving public transport but cost is a problem. In the past, a lot of people only drove through Mid Wales; its only recently been discovered as its only

recently been promoted as Mid Wales. Ironically with the introduction of the Wales Tourist Board's new areas this month 'Mid Wales' no longer exists, its now 'coast and countryside'."

Having discussed their perceptions of the advantages and disadvantages of Mid Wales, the interviewees were then asked what changes they envisaged for the immediate and long term future of Mid Wales. Emyr Poole (DBRW) didn't seem sure what actual changes would be likely to take place in the Mid Wales of the future, but instead gave an outline of the future policy commitment of the DBRW stating:

"we have a strategic commitment to move out of the Severn Valley, our strategic direction is to now move west and concentrate on the provision of rural services for westerly areas."

The other interviewees who did suggest what changes were likely to take place in the future Mid Wales described changes in two areas - agriculture and tourism. Mr Dalwood (Brecknock) stated:

"fundamental is the threat to agriculture and the knock on effect on the wider economy"

Nick Wilcox (Radnorshire), expands on this problem:

"in a global sense the issues are around landscape and the social and cultural policies from Europe. Landscape in this area is a product of agriculture, and CAP reform has meant that agriculture is beginning to change, and subsequently the nature of the landscape is changing. The area isn't self sustaining in terms of population and investment. If we (the Local Authority) didn't lead in investment we (Radnorshire) would go into population decline. Progress in economic development will decline if it is not publicly supported which would then lead to a change in social characteristics. Changes may happen to the extent that the area is no longer sustainable competitively due to changing politics which mean a changing resource allocation. At the moment we are in an EU funding area, but funding allocation may alter as increasingly more areas become peripheral regions of Europe, for example, the Eastern Block."

Tourism was the second major area for which the interviewees identified future changes, as Mr Dalwood (Brecknock) expresses,

“Tourism is becoming more and more important, generating a lot of jobs albeit low paid and part time,”

David Peate (Mid Wales Tourism) suggested how these changes may become apparent:

“Key things which are going to come on stream are the on going development of the canal network at Welshpool, which when it comes on stream will open up a whole new dimension in tourism which will bring associated facilities. The prospect for future development of large scale attractions is usually local authority led, which is now in doubt with the fund holding after the start of the unitary authorities. On the more positive side, small hitherto undeveloped towns such as Presteigne and Knighton which have a lot to offer but haven’t in the past been able to market themselves, have been recognised by the historic towns fund.”

Hazell Drewitt and Roger Saunders (CCW) when asked what changes they envisaged for the future of Mid Wales, felt that,

“perhaps we’re not closely involved enough to know.....we’re not really involved in pursuing change, but are here to safeguard what is here whilst looking favourably on changes which are sympathetic.”

However, they did describe that:

“We told Powys County Council that we want an integrated countryside strategy for the whole of Powys to highlight in their eyes the areas of greatest concern. it has four components - landscape, recreation and access, education and nature conservation. They have two years to write that; the intention is that it will concentrate their minds on issues and areas which require more emphasis.”

The agencies had outlined how they felt that Mid Wales would change in the future, and tourism and agriculture, both closely related to the landscape of the area, were highlighted as areas in which change was likely to occur. The agencies were subsequently asked to describe their recommendations for future development in the area. Again the Countryside Council for Wales representatives stressed that

“Its not a case of us implementing policies in the area,”

whilst Emyr Poole (DBRW) re-iterated,

“as I said we have a commitment to move west, but we’re not abandoning the area, this year will see a lot of changes in the DBRW structure, and we will split into east and west branches.”

Mr Dalwood from Brecknock, on the other hand referred to the legislation which formed the basis for future development, stating:

“we work to two policy frameworks - the Structure Plan and the National Park policies. We are basically encouraging development that is compatible with the quality of the area. The underpinning policy of the Structure Plan is to maintain population levels and retain young people by recreating quality jobs.”

David Peate (Mid Wales Tourism) was even briefer, and merely referred to the Mid Wales Rural Development Strategy - a document which has been briefly described in the ‘Real Place’ chapter of this dissertation.

Nick Wilcox (Radnorshire) was in fact the only interviewee who seemed willing to describe his recommendations for future development stating:

“We have to as a Local Authority attempt to try to sustain public commitment to the area. In part this has been done by convincing the Welsh Office and European Union that the area needs support. In the competition for funds, which are measured by a range of indicators, and it is difficult for them to justify putting money into Mid Wales, and we need to continue to attract commitment, we also need to develop sustainable communities themselves, this is a

process which will occur over the next ten years by sustaining and supporting community development; our role is to invigorate the community in terms of social and economic development.”

This first stage of the agency interviews began to build up a picture of the way in which the area is perceived by those involved in governing and planning the area. Each agency, although having its own agenda, identified the main advantage of the area to be landscape, and here it was interesting to see the different ways in which landscape was perceived as an advantage - a benefit, a product and an important entity in its own right. Problems with the communication and infrastructure was highlighted as the main disadvantage which was felt to be responsible for poor inward investment capabilities; although poor communications were also viewed as an advantage for tourists. The main areas of change that were highlighted for the future of Mid Wales were agriculture and tourism, both related closely to the landscape of the area. Finally, when asked for their recommendations for future development in the area, the agencies were very reluctant to offer any description or explanation of their plans for the area.

The Policy Development Process

Having gained an insight into the way in which the representatives of the five agencies perceived Mid Wales, its advantages, disadvantages, what changes they perceived in its future, and recommendations for development, the researcher now wanted to try and establish to what extent the agencies built the perceptions of residents and visitors into their policy development process. The agencies were first asked what were the main considerations they took into account in policy formulation.

Once more the researcher felt that some agency representatives were more willing to provide information than others. David Peate (Mid Wales Tourism) again referred the researcher to

the Mid Wales Rural Development Strategy. Emyr Poole (DBRW) stated that their policy framework,

“has been based on our peripheral position in an united Europe.”

Mr Dalwood (Brecknock), on the other hand, felt that Brecknock’s main considerations were on a smaller scale, being,

“the environment, built and physical and the cost.”

The Countryside Council for Wales representatives had already explained that their main consideration was the protection of the environment, and added:

“in the case of nature conservation we are the executive authority, and we have the power to designate areas for importance, access and public enjoyment.”

Nick Wilcox (Radnorshire) described what he felt were the authority’s considerations in more detail, explaining,

“Our job is to sustain economic and social life in the area; we need to work with others to achieve commonly held objectives, an integrated approach. It is important that a policy is the consensus of the community. We need to achieve sustainable communities involved in determining their own destiny.”

It is interesting that Nick Wilcox was the only representative who included a human element as one of his main considerations, and even he only discussed the importance of involving the community. It seemed that visitors were not seen as a main consideration by any of the agencies. The researcher then proceeded to investigate whether resident and visitor opinions or perceptions were a consideration at all, and asked the interviewees how far they took into account the opinions of residents and visitors.

The response was mixed - Mr Dalwood (Brecknock) believed that,

“through the Structure Plan system we give all groups the chance to comment on our policies at each stage of the policy development process.”

Emyr Poole (DBRW) was quite open about the surprisingly small level of work that the Development Board conducted, stating:

“We haven’t done much research for quite some time; research has more or less been put on hold.”

David Peate (Mid Wales Tourism) also admitted,

“We are guilty in that we don’t do any research of our own, this is basically due to laziness and cost with regards to the visitors, and concerning residents, our board is comprised of them, and we would expect them to represent the point of view of residents.”

The almost complete lack of research activity conducted by these agencies did come as a surprise, it seemed that visitors were virtually ignored whilst residents depended on the views of a series of board members.

Nick Wilcox’s explanation of the process in Radnorshire was slightly more encouraging:

“whatever we do isn’t going to be successful unless we take into account the opinions of the community. Our Local Plan has just gone through the consultation process; the council went into that in a positive sense and implemented another stage in the process with an early draft. Directly on the economic development side, as part of the strategic development scheme two years ago we formed a partnership with the community for submission for funds; as it happens that bid wasn’t successful, although the Welsh Office did agree some schemes out of it. But the most important thing that came out of it was that the partnership we forged with the community has gone on. That led to the East Radnorshire Historic Towns bid, and its success has led to an awareness in the community and will hopefully sustain that kind of initiative going on in the community.”

The Countryside Council for Wales also seemed to be more involved in research projects stating:

“our role is sometimes twofold; we are required to advise the government, but are also a watchdog for what’s going on - public opinions are involved in household surveys on a continuous basis, we have a public forum and ask what they feel they most need. They always say they need open spaces; we do generally look at residents and visitors and their views.”

The interviewees were then asked if they felt that the recommendations of one group (residents and visitors) should have more weighting than the other. Considering their earlier admittance of conducting little or no research, it was surprising that all respondents automatically took the viewpoint that the recommendations of one or the other or both should be listened to. It seemed to be a commonly held opinion that the agencies should take a balanced view; this opinion was shared by David Peate (Mid Wales Tourism), Mr Dalwood (Brecknock), and Hazell Drewitt/ Roger Saunders (CCW) who stated, “it would depend on what we were looking for, both have their place; we wouldn’t want to implement something for visitors which would be detrimental to the residents; its a very careful balancing act. We have a duty to protect sites, but that’s not a case where residents and visitors have a say. We wouldn’t judge it on the basis of residents and visitors, but would respond to the Local Authority, the main basis for our comment is the nature conservation and landscape. Our primary consideration is the landscape, but that’s often the same as the considerations of residents.”

Emyr Poole (DBRW) also believed that it was often a combination of residents and visitors that are taken into account, but admitted:

“personally, I think that its residents that really count.”

Nick Wilcox (Radnorshire), didn’t seem to feel that the question was as straightforward as the other agencies seemed to feel, stating:

“It depends on the community. Historically this area was very much led by the agricultural community. The nature of the communities in Radnorshire has been changing. Up until

fifteen years ago they were native communities, now there are many communities in Radnorshire where there is a struggle going on between natives and newcomers. In one or two communities the newcomers have won. More people are being vociferous - the newcomers are more likely to speak out and this may cause resentment amongst other sectors of the community which leads to more voices. The council gives everyone the opportunity to have their say; in our interaction with the community it is important that we do get a consensus view representing the community. Part of our work is now to overcome this difficulty, to try and make sure that the structures that we put in place are the requirements of a consensus and not a clique as it has been historically. We have to ask whether it is something that the community wants or just a particular group - we have a very active commitment to follow that approach."

This question was then taken a step further, and the interviewees were asked how far that they thought the opinions of visitors should influence future development in Mid Wales. When the question was phrased in this way, and the emphasis placed on visitors rather than residents versus visitors, some of the interviewees started to differentiate between the importance that should be placed on the views of visitors, and those of residents. Mr Dalwood, Brecknock expressed:

"We do look carefully at the results of the visitor survey, but it isn't the primary determinant, its the residents that need the change not the visitors."

In a similar way, David Peate (Mid Wales Tourism) believed,

"it is important that we listen to what people tell us, but also on the other hand we have to balance it with the practicality of having to live here for twelve months of the year."

Likewise, Nick Wilcox (Radnorshire) expressed,

"we need to evaluate what product we have on offer and what the community wants from tourism balanced against what visitors want. There are certain qualities in the area we need to protect and so our aspirations are equally important as the visitor."

It was, however, felt that the opinions of visitors were important to encourage economic development, and Emyr Poole (DBRW) responded to the question by saying “this is quite an important point, I think that visitors are often the indigenous population who wish to return to the area. Visitors are also an important consideration from the point of view of inward investment, as much of the investment in the area comes from outside rather than from within. We are in the process of producing a leaflet for each town aimed at business people who holiday in the area. The leaflet will be a combination of business and tourism to try and encourage economic development in the area.”

In reference to the tourism industry, Nick Wilcox (Radnorshire) also expressed, “if we are going to succeed in attracting visitors we have to give them an enjoyable time. The tourism industry is based on repeat visits so clearly their opinions are important.”

Hazell Drewitt and Roger Saunders (CCW) brought up an important issue, stating, “the opinions of visitors are valid, but the problem is how do these opinions get to influence future development? How are the right people going to know what they think? To a degree, we canvass people’s views in the Festival of the Countryside, but visitors’ views are not easy to take on board. They really should only have an influence in tourism related development.”

Outcome Responses

The final section of the agency interviews was in the researcher’s mind the most important as it attempted to draw out responses to some of the preliminary outcomes of the visitor and resident questionnaires and interviews. In doing so, it was hoped that the interview process would not only make them think about how these perceptions need to be incorporated into policy formulation. The outcomes which the agencies were asked to respond to were basic issues which affected the interaction of forms of economic development in the Mid Wales landscape.

The first question dealt with the problem of introducing new forms of employment into the Mid Wales landscape. Many of the visitors and residents had expressed that they felt that new forms of employment in rural areas should be landscape related. The agency representatives were asked how far they agreed with this idea. It is interesting that some of the interviewees immediately connected the idea of landscape related employment with tourism, for example, Emyr Poole (DBRW) responded by saying,

“yes, to a certain extent, tourism is a very strong force in Wales,”

and David Peate (Mid Wales Tourism) felt,

“I can but agree that they are the only ways forward; agriculture is traditional and tourism is overtaking it, you can only go a certain point with manufacturing in employing the indigenous population. You are often killing tourism by manufacturing.”

Mr Dalwood (Brecknock) was more general, stating,

“I agree with that; it fits in a lot with what I said about having due regard for the environment”

and Hazell Drewitt and Roger Saunders (CCW) replied,

“yes, the landscape should be borne in mind, any sort of development should be fitted into the landscape; its a question of siting, design, materials, screening, re-use of existing buildings.”

Nick Wilcox (Radnorshire) saw the problem from a slightly different and perhaps more practical viewpoint,

“I don’t think it has to be necessarily landscape related,”

he commented,

“I would love to see new employment based on a sustainable community, but that isn’t the reality. In seeking inward investment we often have to get what we can. Having said that, you will often find small integral businesses which relate closely to the landscape and community in which they are based. We have been putting considerable efforts into fostering new developments that do grow out of the community; I’m not so sure if it should leave out

industry, we live in a hi-tech world, there is no reason why other industries can't occur without harm to the landscape, as long as it is treated with respect. The reasons people come here aren't just the landscape, we're not going to turn jobs away. Tourism is also very important as it brings fairly significant economic benefits for the community based on the exploitation of the landscape but not on a scale that would damage it. A great deal of wealth in the area relates to the agricultural industry. We try to promote sustainable development in rural areas relating to the landscape and the things in it, with respect for the landscape, but also with acknowledgement to the community."

Although both residents and visitors felt that new forms of employment in rural areas should be landscape related, the research revealed a difference in the type of industry preferred by residents and visitors. Whilst visitors to the area felt that economic development should be centred on the landscape through tourism and agriculture, residents also saw a need for a growth in the manufacturing sector. The interviewees were asked to respond to this dichotomy. David Peate (Mid Wales Tourism), who had earlier expressed that, "you are often killing tourism by manufacturing,"

now responded slightly differently by saying,

"one presents the idyllic view, the other presents practicality."

He now felt that,

"there is probably room for both as long as it is done sensitively. The DBRW are able to concentrate and do it in a way that is sympathetic to the landscape, for example the Dovey Eco Park, they can sympathetically develop an industrial site which tends to enhance the environment rather than destroying it."

Mr Dalwood (Brecknock), however, seemed to agree more with the visitors than residents, and responded by saying,

"I wouldn't specifically say that manufacturing was important, but a growth in jobs which includes the service sector is a major factor in keeping residents here."

Nick Wilcox (Radnorshire) on the other hand, agreed more with the residents, stating:

“whilst tourism can provide us with a very important boost to the economy, it is not the panacea that some people see it as being, we have to strive for a balanced economy. Tourism jobs tend to be very mixed, seasonal, part-time, and the wages aren’t high. We have to go for tourism as an important element of the economy for providing additional incomes, but it is not the panacea. Manufacturing and inward investors are important, we need a balance.”

Emyr Poole (DBRW) believed that the board had already gone some way to achieving this, stating,

“in manufacturing, framework groups have been established to discuss strategies and the way forward. Manufacturing in Mid Wales has shown considerable growth and seems to have snowballed.”

Hazell Drewitt (CCW), perhaps not surprisingly, took a more conservationist viewpoint, stating,

“it is difficult to attract industry to the area, but if they did it would hopefully be linked to Llandrindod and Newtown. As long as it satisfied the environmental requirements, it’s not really our job to specify what the economy should be centred on. There’s not much industry because the road and rail links are poor, and the cost of transport is therefore too high. Only small scale industries are allowed in the area, it’s very unlikely there would be anything of a major scale. Unacceptable proposals are likely to fail at the planning stage anyway.”

This line of questioning was subsequently taken a step further. Interviewees were told that the overall perceptions of visitors to the area indicated that they regarded Mid Wales as existing within a bubble inside which nothing should change; on the other hand residents felt a great need for change in terms of employment and communications. Interviewees were asked how their recommendations for future development reconcile these two views. All the agency representatives seemed to agree that, as Nick Wilcox expressed,

“We can’t stand still,”

he went on to say,

“the values that visitors place on an area are related to the quality of the environment. We’ve got to accept change and that change has to be undertaken in a way so that it doesn’t undermine our values for the area. The native population doesn’t see tourism as the be all and end all. They want decent shops and decent jobs, and need a reasonable level of service which speaks for the need for development of the area. We need something sustainable which doesn’t damage the environment, and represents the values of both resident and visitor.”

Mr Dalwood (Brecknock) agrees with this view, stating,

“as a resident you need improvement in the infrastructure, but for a visitor its one of the quaint things about the area. You need to look at it very carefully; visitors see a beautiful landscape, but don’t realise we have depopulation, a low wage economy, lack of housing and suicide - visitors get a superficial impression. In Powys, unemployment rates are only low as we export our young people.”

David Peate (Mid Wales Tourism) sums up the different attitudes of residents and visitors by saying,

“it is very easy to cocoon a place like visitors would like, but its a necessity to have some change.”

The final issue to which the interviewees were asked to respond was health tourism. The interviewees were told that the research found that health tourism is not part of the current image or attraction of Mid Wales, and very few residents or visitors had any interest in using the spa facilities. The interviewees were subsequently asked in the light of this information, how they viewed the future of the spas in Mid Wales. David Peate (Mid Wales Tourism) replied,

“I think there is an awful lot of scope for health tourism, particularly for the overseas bracket. It is the in thing at the moment and shows no sign of waning, we could give Wales a leading edge in that type of tourism.”

Likewise, Hazell Drewitt (CCW) felt,

“nobody has made enough promotion of the spas, they could sell it to the overseas market, but they haven’t hyped it enough, they have to keep on trying if they want to make a go of it.”

Emyr Poole (DBRW) felt that the promotion of health tourism was a case of,

“anything is often better than nothing...in towns like Llandrindod you have to grab at things you can potentially market. As it was built as a spa town, it is a way of increasing the quality of the environment.”

It is interesting that both David Peate and Emyr Poole seemed to actually ignore the results of the research in their responses. They ignored the fact that neither visitors or residents showed any appreciable interest in health tourism, and merely advocated their reasoning for using it as an economic development tool. Mr Dalwood (Brecknock) was a little more defensive of the health tourism project, stating:

“the tourists coming here now may not be the ones who will come here for health tourism, as we’re currently not marketing it for health tourism. Although the spas built up the towns originally, I don’t think the current residents are aware of the research or the potential for the spas, as we’re not actively marketing it.”

Nick Wilcox (Radnorshire) also admits,

“it has an important role to play,”

but also stresses,

“health tourism goes beyond the spas,”

he goes on to explain,

“the concern of most visitors is with health and enjoyment in their holiday, and increasingly these markets that are attracted to this area are based on holidays for health in the widest

sense. The spas are an historic hangover, I personally don't think there is a future in developing the waters themselves, its not necessarily a prime element in developing tourism in the area. In the widest sense we can build a more complete package developing water based treatment in Rock Spa."

Chapter 11: Conclusion and Implications

“What we call the beginning is often the end
And to make an end is to make a beginning
The end is where we start from.”
T.S.Eliot (1888-1965) 'Little Gidding' 5

An Overview

The researcher began this project with a belief that the way in which places are perceived is fundamental to what they become - an interaction between the subject and object of humankind and environment, and the place perceptions that arise from this interaction have the potential to shape economic development. She subsequently set out to examine place perceptions of Mid Wales, with an attempt to evaluate how these perceptions could potentially influence the development of the local economy - tourism set in amongst alternative forms of economic development.

However, before the process of collecting perceptual information could begin, it was evident from the literature that there was a need for the re-assessment of the concept of 'place'. Agnew and Duncan (1989) believed that approaches to defining a geographical concept of place have tended to stress one or other of three elements. Firstly, location, the spatial distribution of social and economic activities; secondly, locale' the settings for everyday routine social interaction provided in a place, and thirdly, sense of place, the identification with a place engendered by living in it. They observe that these elements are rarely seen as being competing. In a similar way, Barke and Harrop (1994) differentiate between place identity and place image, defining place identity as what the place is actually like, whilst place image is how a place is perceived externally. Although many writers seem to agree that place is comprised of two or more components there seems to be a void of research which actually links these elements, that for example, a sense of place might actually affect the spatial distribution of social and economic activities, or that place identity is affected by place image.

In order to attempt to reconcile these elements of place, the researcher suggested that place could be envisaged as having three main components -1. *The Expectation* - prior knowledge through word of mouth, marketing' literature, memories and familiarity; 2. *The Real* -physical characteristics, demographics, employment, and 3. *The Perceived* - the

interpretation of the first two, in the belief that it is the interpretation of the real and expected places which generates place image.

The real place was described primarily through an evaluation of statistics derived from censuses of population and employment, and from the Wales Tourist Board. The study area was discovered to be predominantly rural with an ageing population living at a low density. The population had experienced a gradual increase between 1981 and 1991 which was accounted for by in-migration; the endemic population was experiencing a natural decrease. This gradual increase in population since 1981 masked a long term trend of rural depopulation as a result of agricultural decline and job losses. This agricultural decline has been suggested (Cloke et al, 1993) to give rise to a wealth of problems of out-migration of the younger population leading to an ageing population structure, to higher suicide rates as a result of financial difficulties, loneliness and feelings of hopelessness and despair. The rurality of the area was also suggested to give rise to feelings of isolation as a result of lack of communications and infrastructure.

Ironically, it is this same isolation and rurality which has the potential to attract tourism to the area. Tourism is often viewed as an alternative to industrial or agricultural decline, and in a rural area such as Mid Wales it feeds off the same resource as agriculture - the landscape. Tourism is the main form of investment which has in recent years been encouraged by the local authorities, and the Mid Wales Tourism Action Group's (1993) report 'A Sustainable Tourism Development Strategy for Mid Wales' states "the Mid Wales tourism industry is already a major component of the regional economy and furthermore has the potential to achieve continuing future growth which could increase the scale of economic benefit." Part of the tourism drive in the area relates to health tourism, and the associated revitalisation of the spas of the area. Many of the towns of the area - Llandrindod Wells, Builth Wells, Llangammarch Wells and Llanwrtyd Wells developed around the spa facilities and as Victorian tourist centres, and it is to this historical image that authorities are turning to today to provide a link for tourism.

The expected place was built up through an examination of images of the area that have been portrayed through time in topographical writing and guide books of the area. It was discovered that throughout time, writers all seem to have placed more emphasis on the countryside and its landscape than the urban places of the area. Whilst the countryside has generated quite strong images which have in part been derived from a mystical quality which the area had from its relative inaccessibility, the towns of Llandrindod Wells, Builth Wells and Rhayader were either ignored or spoken of in a negative way. The images of Mid Wales which are today used as a marketing tool rely almost exclusively on the countryside of the area rather than the towns. Llandrindod Wells still uses the spa as a focus, although it is in an historical context, with the whole town marketed as a 'Victorian Experience.' Considering the interest of the local authorities in revitalising the spas and creating a health tourism product, the spas seem to have little or no impact on the projected place image of Mid Wales.

On the whole, the 'perceived place' of Mid Wales also relied on the countryside and landscape for its images. In general, the combination of visitor and resident questionnaires and interviews suggested a perceptual picture of Mid Wales as an area of picturesque landscape, an area of beauty and peace, somewhere to escape to and be close to nature, somewhere to relax - a place whose future lies with tourism and agriculture. The area was very much envisaged as being a 'natural environment,' an interesting concept when one considers that the Elan Valley and much of the forestry landscape was actually created by mankind. Although many respondents felt that heritage tourism would be a suitable form of economic development for the area, heritage hardly rated as a reason for visitors to choose the area as a destination, and few respondents described the area as being historical. It may be that although the respondents had registered that for them the real place had little historical output perhaps their expectation of place had involved an historical component.

A heritage trail was, however, suggested as being a suitable marketing tool for the spas; health tourism and the contemporary use of spas do not currently form part of the place image of Mid Wales for the majority of residents and visitors. However, within the extended interviews respondents related health tourism to the kind of holiday which involved fresh air, countryside, walking and total relaxation - a healthy holiday which they felt they could experience in Mid Wales. These images of a healthy environment also featured in the resident interviews. It seems possible that although there was little evidence of interest in the revitalisation of the spa facilities, Mid Wales has the potential to offer a health tourism holiday of a different kind, based around fresh air, open spaces and relaxation within the landscape.

Literature suggested that the way in which an individual perceives a landscape is affected by factors such as role of observer, usual environment and personal characteristics. However, on analysing the results of the questionnaires in terms of some of these factors, it was discovered that in general gender, socio-economic group, region of origin and length of residency, appeared to have little or no impact on response, and as such could not be established to have a significant influence on the way in which places are perceived. Although again in general, age was seen to have only a negligible influence on response, it was observed to have a significant impact on the way in which health tourism was viewed by both residents and visitors with a decrease in interest in using spa facilities with increasing age.

One factor that did appear to have a significant impact upon the way in which Mid Wales is perceived is the role of respondent - whether resident or visitor. This was particularly significant in relation to perceptions of the economy and economic development in the area. In the street survey, visitor perceptions of future economic development in the area were heavily weighted towards three forms of industry - heritage tourism, health and leisure tourism and agriculture, all forms of economic development which are very much related to the landscape of Mid Wales, as well through tourism, justifying the very

presence of the respondent in the area. The place perceptions of visitors seem to relate strongly to images of landscape and countryside, and it is little surprise that their ideas for development in the area reflect this appreciation of the landscape, and in the extended interviews respondents expressed that they felt that both forms of tourism were important because of the form of 'rural and beautiful' landscape in an area which still has potential tourism growth, and in addition possesses a healthy feel. The importance of landscape also obviously figured greatly in the decision that agriculture should be encouraged in the area - the main reason given was that it was 'natural', and the fact that it is considered to be traditional for the area was also considered to be important.

Residents, although feeling that both tourism and agriculture were important components of the economy of Mid Wales, also stressed the need for light manufacturing in the area in order to create jobs and attempt to counter act the out migration of young people from the area. This one difference in the response of residents and visitors in fact highlights the different ways in which the two groups respond to the environment. Visitor perceptions of Mid Wales were of a rural area, picturesque, green, beautiful and peaceful; this place for visitors is almost an idyllic retreat made special by its lack of industry and people, by its remoteness and 'cultivated wilderness.' It is almost a living museum in which they lose themselves for a few days per year. The self imposed isolation of the visitor is evident, their 'place,' whilst occupying the same spatial dimensions is distinct from the 'place' of the resident - the perceived place of the visitor is constructed from what could be envisaged as selfish parameters, necessary for their continued enjoyment of a place until they choose to gaze elsewhere. The place of the visitor is of course transient, whilst the place of the resident is an experience in which they are immersed all year round. This inter-seasonal familiarity experienced by the residents in effect mean that the attributes of remoteness and lack of industry praised by the visitors in fact become disadvantages of the environment; lack of communications and poor infrastructure for some make Mid Wales a difficult place to live. Allied to lack of employment opportunities and out migration of the younger age groups, these difficulties mean that for residents the encouragement of a

diverse employment base, and consequently, economic development, is a necessary step towards achieving a better quality of life.

When asked to describe the advantages and disadvantages of Mid Wales, the representatives of the agencies interviewed appeared to take a stance that lay somewhere in between the views of residents and visitors. Whilst it was overwhelmingly felt that the landscape or environment is the major advantage of Mid Wales, it was envisaged as an advantage in terms of its ability to attract inward investment in addition to its tourism potential. Again, poor communications, infrastructure and a lack of employment opportunities were highlighted as the main disadvantages of the area. However, there were two views on this - those agencies who referred to the problems experienced by living in the area saw the communications and infrastructure as a fundamental problem which needed to be overcome to begin the process of attaining economic well being; however, those involved in the marketing of tourism felt that the inaccessibility of the area was actually a bonus of the encouragement and development of tourism in the area, this form of tourism reflecting the quiet and peaceful environment spoken of by the visitor respondents. It is interesting that although all agencies admitted conducting little or no primary research into understanding the place perceptions of either residents or visitors, all felt that their views were an important consideration in the policy development process. Additionally, the agencies on the whole reflected the views of the populations that they were primarily representing - those concerned with tourism expressed similar attitudes towards the area as visitors, and those concerned with employment creation seemed to represent the views of residents. Although there was little evidence to suggest that either visitor or residents place perceptions were being directly channelled into the policy development process, the similarity in views is suggestive that these group place perceptions are powerful enough to engender place images which in turn drive the decision making process at policy level.

When asked to respond to some of the preliminary results of the research and reconcile the different needs of residents and visitors in the area, all at first tentatively suggested that a balance should be attained. On further probing, those agencies who had throughout the interviews appeared to reflect the views of residents, began to express that there is a definite need for change and development, which might in part be achieved through tourism; however, their conversation suggested that the views of visitors should be a secondary consideration to those of residents in relation to employment creation in the area. Even those agencies primarily involved in tourism, although still suggesting tourism to be the best method of attaining successful economic development, admitted that visitors often want to cocoon a place and don't see the sometimes harsh realities of the environment. All agencies felt that there is a definite need for change in employment and communications in order to sustain the Mid Wales economy.

Part of this change, they seemed to think, could be accomplished through health tourism. Although all agencies were told that the research found that health tourism is not part of the current image or attraction of Mid Wales, and very few residents or visitors had any interest in using spa facilities, they nevertheless felt that they are a viable attraction and could contribute to the area. It seems that health tourism is destined to become part, whether major or minor of the tourism/ economic development strategy of Mid Wales.

Conclusions

One major outcome of the research was the acknowledgement that both residents and visitors appear to have well defined place perceptions of Mid Wales. The way in which they describe the landscape and economy of the area gives rise to strong shared images of what they perceive the Mid Wales environment to be. From an evaluation of the strength of feeling and description derived from both the visitor questionnaires and interviews, the researcher felt she could justify that visitors as well as residents contribute to 'place.' Early in the research process, the researcher stressed the need for a re-evaluation of the concept of place in order to attempt to develop an integrated approach whereby place perception

could be understood not only as an output, but also an input to 'place,' sustained by a symbiotic relationship between observer and observed. She suggested that a starting point for this was to envisage place as being comprised of three components - the real place, the expected place and the perceived place, whereby the perceived place was an interpretation of a combination of the real and expected places. Interestingly, the research suggested that visitor perceptions seem to be more influenced by the expected place, their images being almost set in time and reflecting an idyllic rural retreat. Conversely, resident perceptions were more influenced by the real place, and the realities of living in a sometimes isolated rural environment.

Much of the literature on landscape perception had suggested that personal characteristics and personal history of the observer are likely to affect the interpretation of the real and expected places. The researcher consequently examined the results of the research in terms of age, gender, socio-economic group, length of residency, region of origin and role (resident or visitor). Superficially, at least, personal characteristics seemed to have little impact on the way in which Mid Wales is perceived. The major differences in place perception related to role - whether resident or visitor. It is, however, unclear whether these differences can be solely attributed to the different roles of the observer in that visitors and residents have different requirements from an environment, and consequently possess different ways of seeing. It may be that these perceptual differences are in part a response to familiarity with the environment and to seasonal changes which are rarely experienced by the visitor.

The place perceptions of the agencies were observed to lie somewhere between those of resident and visitor, and appeared to be affected by their governing role, whether their business was tourism marketing, attracting inward investors or protecting landscape. There was found to be little evidence of the agencies actually researching the place perceptions of the area and incorporating them into policy. However, it is interesting that they did seem to reflect similar place perceptions to the groups they primarily represent -

whether residents or visitors. This could of course be attributed to mere coincidence, but it is suggestive that the shared place perceptions of the visitor and resident groups are so strong and self sustaining as to actually drive the development of ideas, in effect that these place perceptions are fundamental truths shared by groups of individuals such as residents and visitors. This may be evidence that place perceptions are a strong enough force to be currently subconsciously influencing the decision making process. Whether or not this process is occurring, it is evident that perceptions of place, by contributing to and sustaining place image, have the potential to contribute to the success or failure of tourism as a form of economic development, as well as influencing the location of alternative forms of economic activity. In doing so, the perceived place, used carefully, can be used to promote the expected place, creating the conditions for change and development in the real place.

Policy Implications

Specifically in relation to Mid Wales, it is evident that the perceived place is strong in the minds of both residents and visitors; when relating to economic development, these perceived places are quite different and therefore have in some way to be carefully reconciled in policy development so as to improve the quality of environment for residents, whilst not discouraging tourists. The agencies in the area seem set on promoting health tourism as a component of the tourism/ economic development strategy, whilst both residents and visitors showed little interest in the spa facilities. However, it was clear from the research that Mid Wales is envisaged to be a healthy environment, and visitors referred to the peace, tranquillity, fresh air and healthy environment as components of what they would expect to be a health tourism holiday. The researcher therefore suggests that health tourism could benefit from marketing as an holistic health experience, incorporating the benefits of the surrounding countryside rather than merely concentrating on the spa facilities found within the towns.

Similarly, in a general context, perception studies are useful at a basic level for targeting current images of an area for use in a marketing strategy. It is not enough for agencies to impose a regime of development upon an area and attempt to encourage it through marketing; for example, deciding to revitalise health spas before considering whether they form part of the current perceived place. Place perception is fundamental to the way in which individuals and groups envisage and respond to an area. Marketing has gone some way towards creating place images, but the perceived place evolves through an accumulation of years of the expected and real places. It is therefore necessary to take a new approach for successful economic development. Rather than imposing a new image on a declining area, it would be more beneficial to start at the level at which place is born - the people.

There is a need to first understand the place perceptions of residents and visitors to an area, and build within them not on top of them - developing and enhancing the positive aspects of what the area is perceived to be, whilst at the same time rectifying the negative. The identity of place lies with the people who live and visit there and it is the sustaining and nourishing of this identity that will create suitable conditions for economic growth.

Suggestions for Future Research

A research project is rarely a complete entity, the very nature of research process gives rise to a diversion of questioning - avenues of discussion appear seemingly out of air, whilst other apparently complex problems can often be resolved or untangled with surprising ease. During the research process, the researcher found the shape of the project kept changing; boundaries kept moving, sometimes closer, sometimes further away, and avenues opened whilst others closed. This evolution of the project highlighted the need for the further development of the research idea past the initial Ph.D. research. Much more research needs to be done to build up a new approach to the concept of place, and to examine the whole idea of how place perceptions are channelled back into the landscape, in a step towards understanding the constant interaction between humankind and

environment. The extension of the research idea could take many forms, on a basic level, the research could be conducted in similar agricultural areas, as a comparison or perhaps validation of the research outcomes; alternatively a similar study may be conducted in a declining industrial area in which the transition from industry to tourism may produce greater differentials in resident and visitor place perceptions.

The development of place perceptions, and the processes by which they influence development may be studied by means of longitudinal research, through a series of long term case studies which track the place perceptions of declining areas through the re-development or revitalisation process, examining the interaction between place perceptions and development as it occurs during the course of the transition from one form of economy to another - an ideal study area for such research would be to examine the transition from declining industrial town to potential tourist destination made possible by the large scale redevelopment currently occurring in Llanelli, Carmarthenshire.

Further research could also provide an opportunity to examine the place perceptions of other groups; this research has concentrated on examining the place perceptions of residents and visitors. An alternative avenue of research might examine the place perceptions of current and potential inward investors to an area, and subsequently evaluate the way in which these perceptions affect economic development. In a similar way, this research has only examined the perceptions of current visitors to Mid Wales; further research could be done to compare the perceptions of current visitors and potential visitors - such research would be useful in establishing the way in which the positive aspects of place perceptions may be used to encourage appropriate forms of tourism in the area.

Lastly, this research looked at how a range of factors such as gender, age and socio-economic status affect place perceptions; in this case, the influence of such factors was found to be negligible. However, this research only briefly examined these factors which may in themselves form the basis for a complete research project; greater consideration

needs to be given into understanding how individual characteristics affect the perceptual process, perhaps linked to what spheres of influence these different groups and individuals have in affecting change and development.

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“Some books are to be tasted, others to be swallowed, and some few to be chewed and digested; that is, some books are to be read only in parts; others to be read but not curiously; and some few to be read wholly, and with diligence and attention.”

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Appendix 1: Visitor Pilot Questionnaire

SITE: _____

VISITOR QUESTIONNAIRE

This questionnaire forms part of a larger programme of work which is being conducted towards the degree of Ph.D. I would be grateful if you could spare about ten minutes to answer the following questions. All responses will be dealt with in complete confidentiality.

1. Sex (circle) male female
2. Age (circle)
- under 18
18 - 25
26 - 40
41 - 59
60+
3. Occupation _____
4. Home Town _____
5. Mode of transport (circle)
- Car
Bus
Train
Motorcycle
Other _____
6. Purpose of visit (circle)
- Leisure
Business
Overnight Stop
Visiting friends/ family
7. If the main purpose of your visit to the area is leisure, what is the prime reason for you choosing the Llandrindod Wells area? (circle)
- Landscape
Heritage
Good base for sightseeing
Particular attraction/ festival (please specify) _____
Sport/ activity (please specify) _____
Other (please specify) _____

8. *How many times have you visited the area?* _____
9. *Would you consider visiting the area again? (circle)*
yes no
10. *What, in your opinion would be the main reason to visit the area again?*

11. *What, in your opinion would be the main reason **not** to visit the area again?*

12. *Would you recommend the area as a holiday destination? (circle)*
yes no
13. *What is the length of your visit? (circle)*
less than 4 days
4 days - 1 week
1 - 2 weeks
2 weeks +
14. *Who is mainly responsible for choosing your holiday? (circle)*
you
your partner
parents
children
joint decision
15. *What type of holiday do you prefer?*
(please number from 1-6 in order of preference, where 1 is most preferred, 6 is least preferred)
seaside
activity
countryside
heritage
boating
health related

16. What are your prime considerations in choosing a holiday destination?
 (please number from 1-7 in order of importance, where 1 is most important, 7 is least important)
- cost
 facilities for children
 nightlife
 landscape
 activities
 accessibility
 reputation
17. Please state any other considerations you have in choosing a holiday destination?
-
18. What do you understand by the term Health Tourism? (circle)
- activity holidays
 health farms
 hotels with leisure clubs
 health spas
 travel related to medical treatment
 don't know
 other _____
19. Have you, or any of your family visited a Health Spa, for health or leisure purposes? (circle)
- yes no
- if yes, where? _____ How long for? _____ Purpose of visit? _____
20. Would you consider visiting a spa for
- a) health: yes no
 b) leisure: yes no
21. Have you ever visited a Health farm? (circle)
- yes no
22. Would you consider yourself to be in good health? (circle)
- yes no
23. Would you consider visiting a Health Spa for the treatment of any medical problem? (circle) yes no

24. *If the Spa in Llandrindod Wells was re-opened to provide a range of health and leisure treatments, would you consider visiting? (circle)*
- yes no don't know
25. *What type of landscape do you prefer to visit?*
(please number 1-6 in order of preference, where 1 is most preferred and 6 is least preferred)
- Rocky coast
Sandy coast
Mountain
Woodland
Meadow
City/ town
26. *Which landscape do you find most peaceful?*
(please number from 1-6, where 1 is most peaceful, 6 is least peaceful)
- Rocky coast
Sandy Coast
Mountain
Woodland
Meadow
City/ town
27. *Which landscape do you find most oppressive?*
(please number from 1-6, where 1 is most oppressive, 6 is least oppressive)
- Rocky coast
Sandy coast
Mountain
Woodland
Meadow
City/ town
28. *In which type of landscape do you feel closest to nature?*
(please number 1-6, where 1 is closest to nature and 6 is furthest from nature)
- Rocky coast
Sandy coast
Mountain
Woodland
Meadow
City/ town
29. *Name one area in Britain that you think represents nature? _____*

30. *From the following list, underline four words which you think best describe the landscape of the Llandrindod Wells area:*

rural; picturesque; quaint; rugged; quiet; lonely; busy; active; beautiful; urban;
mountainous; historical; natural; peaceful; oppressive; dismal; calming; boring

31. *Please give two words of your own choice which you feel adequately describe the landscape of the area:*

32. *Which of the following colours do you associate with peacefulness? (circle)*

red

blue

green

black

33. *Which of the following colours do you associate with anger? (circle)*

red

blue

green

black

Thank you for your co-operation in completing this questionnaire

Appendix 2: Landscape Descriptors; South Wales Survey

South Wales Landscape Descriptor Survey

(100 People Surveyed, and asked to think of three different types of landscape, and give a word to describe each)

Word	Frequency
Barren	5
Beautiful	26
Bleak	21
Boring	1
Cold	2
Dark	2
Desolate	8
Empty	2
Gloomy	2
Green	23
Hilly	2
Historical	4
Interesting	8
Lush	2
Mountainous	16
Natural	21
Oppressive	10
Peaceful	31
Picturesque	27
Pretty	2
Quiet	2
Rolling	1
Rugged	12
Rural	17
Scenic	20
Stark	1
Stimulating	1
Sublime	2
Tranquil	7
Undulating	10
Urban	6
Varied	2
Verdant	1
Vibrant	1
Wooded	2

Appendix 3:

Visitor Street Questionnaire

VISITOR QUESTIONNAIRE -STREET LEVEL

SITE: _____
DATE: _____
TIME: _____
WEATHER: _____

This questionnaire forms part of a larger programme of work which is being conducted towards the degree of Ph.D. I would be grateful if you could spare a few minutes to answer the following questions. All responses will be dealt with in complete confidentiality.

1.

Please look at card A; What is the main purpose of your visit?
if A go to 2; if B, C or D go to 3

Letter
2.

Please look at card B: What was your prime reason for choosing Mid Wales?
if D, E or F, please specify _____

Letter
3.

Have you visited this area before?*(tick)* yes ☐ no ☐
4.

Please look at card C; what would you say is the area's greatest asset?

Letter
5.

Would you recommend the area as a holiday destination?*(tick)* yes ☐ no ☐
6.

Please look at card D; which type of holiday do you prefer?

Letter
7.

What is your favourite holiday destination? _____
8.

Please look at card E; what do you understand by the term Health Tourism?

Letter
9.

Have you ever visited a spa for health or leisure purposes?*(tick)* yes no
health ☐ ☐
leisure ☐ ☐
10.

Would you consider visiting a spa for health or leisure?*(tick)* yes no
health ☐ ☐
leisure ☐ ☐
11.

Please look at card F; choose two economic activities you feel best suit Mid Wales?

Letters
12.

Please look at card G; choose two words you think best describe the landscape of Mid Wales?

Letters

13. Overall, what has the weather been like for your visit? _____

Please look at card H; using these categories, how far do you agree with the following statements? *(tick box)*

	strongly disagree	disagree	don't know	agree	strongly agree
14. There is no such thing as unspoilt nature					
15. Preserving the environment is a luxury when jobs need to be created					
16. Areas of landscape beauty are a resource that should be drawn upon by tourism					
17. New forms of employment in rural areas should be landscape related					
18. Everyone needs to be surrounded by nature once in a while.					
19. Differences in the weather affect the way I feel about a place.					

20. When you think of nature, what images come to mind? _____

21. How long is your visit? *(tick)*
1 day ☐ < 1 week ☐ 1-2 weeks ☐ > 2 weeks ☐

22. Please look at card I; what was your method of transport to Mid Wales? *Letter*
☐

23. What is your home town/ city? _____

24. What is/ was your occupation? _____

25. Please look at card J; what age category do you fit into? *Letter*
☐

26. Sex *(tick - not to be asked!)* Male ☐ Female ☐

Thank you for your co-operation in sparing some time to answer these questions

Appendix 4: Visitor Interview Schedule

MID WALES IN-HOTEL VISITOR SURVEY

1. What is the main purpose of your visit to Mid Wales?
2. Is this your first time to visit this area?
if yes: what have been your impressions of the area?
if no: was there anything in particular that made you visit the area again?
3. Would you say this area is similar in any way to any other areas you have visited recently (perhaps on holiday)?
if yes: in what ways?
if no: how would you say it is different?
4. Would you say this area is similar or dissimilar to the area where you live? *In what ways?*
5. If you had four words to describe the landscape of the area, what would they be?
6. What would you say are the main assets of Mid Wales? *Why?*
7. For the following questions, please look at the series of photographs;
a. Which landscape(s) would you most like to visit? Why?
b. In which landscape(s) do you think you would feel closest to nature? Why?
c. Do any of the photographs make you think of areas that you know, or memories of places you have visited? Explain.
d. Which landscape(s) would you expect to be the most peaceful? Why?
e. How important do you think it is to leave landscapes such as these untouched? Why?
8. Landscapes have been, and are being used as a resource by extracting coal, minerals, oil etc. How far do you think that the landscape itself could be viewed as a resource which could be drawn upon by tourism?
9. How do you view the need to develop an area to provide employment balanced against the preservation of the landscape?
10. Do you think different landscapes can have an effect on the way you feel e.g. healthy, peaceful, uncomfortable? *Why?*
11. When you think of 'nature' what images come to mind?

12. Can you think of any areas or landscapes where you feel close to nature? *if yes, where?*
13. Do you think the climate or time of year makes a difference to how you feel about a particular area or landscape? *In what ways/ why?*
14. Please look at card A and choose two economic activities which you feel best suit the area? *Why?*
15. What do you think is meant by the term 'Health Tourism'?
16. Have you ever visited a health farm or spa for treatment or leisure?
if yes, where? would you visit again?
17. Would you like to see more spa facilities developed in Mid Wales?
18. How important do you think health and fitness are as part of a holiday or break?
19. Can you think of a holiday or break you have taken which has left you with a sense of well-being? *If yes, where?*
20. How far do you think a type of landscape or environment is responsible for your feelings of well-being?
21. Which is your favourite holiday destination? *Why?*
22. If you had the chance to visit anywhere you wanted, where would that be and why?
23. Please look at card B; which type of holiday do you prefer?
24. Who is usually responsible for choosing your holiday/ break?
25. What is the length of your visit to this area?
26. Would you consider visiting the area again? *Why?*
27. What was your mode of transport to the area?
28. What is your home Country/ city/ town?
29. What is/ was your occupation?

- 30. Please look at card C; which age category do you fit into?
- 31. Male or Female? *(observational only!)*

Appendix 5:
Calculation of Proportion of Households to be Sampled
in Each Ward

WARD	No. Households	% of Total Households	Sub Sample of 1000 Households
St.Harmon	270	4	40
Rhayader Town	668	10	100
Llansantffraed- Cwmdeuddwr	174	2	20
Nantmel	223	3	30
Llanfihangel Rhidithon	409	6	60
Llanyre	188	3	30
Llanbadarnfawr	421	6	60
Disserth and Trecoed	352	5	50
Llanelwedd	448	6	60
Glascwm	184	3	30
Builth	267	4	40
Erwood	860	12	120
Paincastle	265	4	40
Llandrindod East	168	2	20
Llandrindod North	335		
Llandrindod South no.1	696		
Llandrindod South No.2	288	2122	300
Llandrindod South no.2	488		
Llandrindod West	315		
Total households.	7019	100	1000

Appendix 6:
List of Places in the Study Area, and Their Associated
Wards

Places found under the post town of Builth Wells, and their associated wards

Place Name	Ward
Aberedw	Glascwm
Builth Road	Llanelwedd
Cilmery	Llanafanfawr
Crickadarn	Erwood
Disserth	Disserth and Trecoed
Erwood	Erwood
Gwenddwr	Erwood
Llanafanfawr	Llanafanfawr
Llanbadarn-Y-Garreg	Paincastle
Llandewi Fach	<i>outside area</i>
Llandweir Cwm	Erwood
Llandilo Graban	Paincastle
Llanelwedd	Llanelwedd
Llanfared	Glascwm
Llanfihangel Brynpabaun	Glascwm
Llangynog	Erwood
Llanynis	Erwood
Maesmynis	Erwood
Newbridge-on-Wye	Llanyre
Paincastle	Paincastle
Rhosferig	Llanafanfawr
Rhosgoch	<i>outside area</i>
Rhulen	Glascwm

Places found under the post town of Rhayader, and their associated wards

Place Name	Ward
-------------------	-------------

Bwlch-Y-Sarnau	St.Harmon
Claerwen Valley	Llansantffraed-Cwmdeuddwr
Cwmduddwr	Llansantffraed-Cwmdeuddwr
Elan Valley	Llanafanfawr
Nantmel	nantmel
Pant-Y-dwr	St.Harmon
St.Harmon	St.Harmon

Places found under the post town of Llandrindod Wells and their associated wards

Place Name	Ward
Abbeycwmhir	St.Harmon
Bettws, Hundred House	Glascwm
Crossgates	Llanbadarn Fawr
Dolau	Llanfihangel Rhidithon
Gwystre	Nantmel
Howey	Disserth and Trecoed
Hundred House	Glascwm
Llanbadarnfynydd	<i>outside area</i>
Llanbister	<i>outside area</i>
Llanbister Road	<i>outside area</i>
Llandegley	Llanbadarn Fawr
Llandewy	<i>outside area</i>
Llanwrthwl	Llanafanfawr
Llanyre	Llanyre
Nant Glas	Nantmel
Nantmel	Nantmel
Newbridge-on-Wye	Llanyre
Penybont	Llanfihangel Rhidithon

Appendix 7:
Places in the Study Area, and Their Associated Post
Towns

Wards and Corresponding Postcode Areas

Ward	Places	Post Towns
St.Harmon	Abbeycwmhir Bwlch-Y-Sarnau Pant-Y-Dwr St.Harmon	Llandrindod Wells Rhayader Rhayader Rhayader
Llansantffraed-Cwmdeuddwr	Claerwen Valley Cwmduddwr	Rhayader Rhayader
Nantmel	Gwystre Nantglas Nantmel Nantmel	Llandrindod Wells Llandrindod Wells Llandrindod Wells Rhayader
Llanafanfawr	Cilmery Llanafanfawr Rhosferig Llanwrthwl Elan Valley	Builth Wells Builth Wells Builth Wells Llandrindod wells Rhayader
Llanfihangel Rhidithon	Dolau Penybont	Llandrindod Wells Llandrindod Wells
Llanyre	Newbridge -on-Wye Newbridge-on-Wye Llanyre	Builth Wells Llandrindod Wells Llandrindod Wells
Llanbadarnfawr	Crossgates Llandeigley	Llandrindod Wells Llandrindod Wells
Disserth and Trecoed	Disserth Howey	Builth Wells Llandrindod Wells
Llanelwedd	Builth Road Llanelwedd	Builth Wells Buith Wells
Glascwm	Aberedw Llanfaredd Llanfihangel Brynpabaun Rhulen Bettws, Hundred House Hundred House	Builth Wells Builth Wells Builth Wells Builth Wells Llandrindod Wells Llandrindod Wells
Erwood	Crickadarn Erwood Gwenddwr Llandewir Cwm	Builth Wells Builth Wells Builth Wells Builth Wells

	Llangynog Llanynis Maesmynis	Builth Wells Builth Wells Builth Wells
Painscastle	Llanbadarn-Y-Garreg Llandilo Graban Painscastle	Builth Wells Builth Wells Builth Wells

Appendix 8:
Resident Mail Questionnaire Pilot Cover Letter

resquesp/ lcm

19/ 3/95

Dear Sir/ Madam,

Re: Questionnaire on Residents' Perceptions of Mid Wales

I refer to the attached questionnaire.

I am currently conducting research into perceptions of Mid Wales, and spent last summer interviewing visitors to the area. I am now trying to gain an insight into resident perceptions of Mid Wales - how you perceive the landscape and economy of the area, and how you view the future of Mid Wales.

As it is important for me to gain an overall view of the way in which Mid Wales is perceived, I would be extremely grateful if you would spend about five minutes completing the attached questionnaire, and then return it in the enclosed stamped, addressed envelope.

The questionnaire may be completed by any member of the household aged 16 or over. The research is towards my Ph.D., and all responses will be dealt with in strictest confidence.

I would be most grateful if you, or someone in your household could spare five minutes to make your views known about the area where you live,

I look forward to hearing from you soon,

Yours faithfully,

Louise C Morgans

Appendix 9:

Resident Mail Questionnaire

1. Have you always lived in the area? *(please tick)*

yes ☐ no ☐

If no please go to question 2; if yes please go to question 3

2. What was your prime reason for choosing Mid Wales as a place to live?

(Please tick one)

Family/Friends in the Area ☐

Job Related ☐

Landscape ☐

The Community ☐

Other *(please specify)* _____

3. What would you say is the area's greatest asset? *(please tick one)*

Sense of History ☐

Countryside Walks ☐

Close to Nature ☐

Healthy Environment ☐

Relaxation ☐

Good Local Facilities ☐

Escaping From It All ☐

Climate ☐

Sports/Leisure Facilities ☐

Local Culture ☐

Central Location ☐

Entertainment Facilities ☐

4. Do you think you would ever consider moving away from the area? *(please tick)*

yes ☐ no ☐

5. If you didn't live in Mid Wales, where else would you like to live?

6. What is your favourite holiday destination?

7. What do you understand by the term 'Health Tourism'? (please tick one)

Activity Holidays	<input type="checkbox"/>	Health Farms	<input type="checkbox"/>
Hotels with Leisure Clubs	<input type="checkbox"/>	Health Spas	<input type="checkbox"/>
Seaside	<input type="checkbox"/>	Travel Related to Medical Treatment	<input type="checkbox"/>
Don't Know <input type="checkbox"/>			

8. Have you ever visited a spa for health or leisure purposes? (please tick)

	yes	no
health	<input type="checkbox"/>	<input type="checkbox"/>
leisure	<input type="checkbox"/>	<input type="checkbox"/>

9. Would you consider visiting a spa for health or leisure? (please tick)

	yes	no
health	<input type="checkbox"/>	<input type="checkbox"/>
leisure	<input type="checkbox"/>	<input type="checkbox"/>

10. From the following list, please tick two economic activities which you feel best suit Mid Wales?

Heavy Industry	<input type="checkbox"/>	Light Manufacturing	<input type="checkbox"/>
Heritage Tourism	<input type="checkbox"/>	Office Development	<input type="checkbox"/>
Chemical Industry	<input type="checkbox"/>	Health and Leisure Related Tourism	<input type="checkbox"/>
Retail Development	<input type="checkbox"/>	Product Research and Development	<input type="checkbox"/>
Hi-tech Industry	<input type="checkbox"/>	Extractive Industries	<input type="checkbox"/>
Agriculture/ Forestry/ Fishing <input type="checkbox"/>			

11. Please underline two words from the following list which you think best describe the landscape of Mid Wales?

Rural Picturesque Scenic Rugged Tranquil Barren Interesting
Undulating Beautiful Urban Mountainous Historical Natural Peaceful
Oppressive Desolate Green Bleak

12. Overall, how would you describe the weather of Mid Wales?

For questions 13 - 18 below, please tick one box for each statement to indicate whether you strongly disagree; disagree; don't know, agree, or strongly agree

	strongly disagree	disagree	don't know	agree	strongly agree
13. There is no such thing as unspoilt nature					
14. Preserving the environment is a luxury when jobs need to be created					
15. Areas of landscape beauty are a resource that should be drawn upon by tourism					
16. New forms of employment in rural areas should be landscape related					
17. Everyone needs to be surrounded by nature once in a while.					
18. Differences in the weather affect the way I feel about a place.					

19. When you think of nature, what images come to mind?

20. How long have you lived in this area? *(please tick one)*

<1 Year ☐

1-5 Years ☐

5-15 Years ☐

> 15 Years ☐

All My Life ☐

21. What is / was your occupation?

22. Which of the following age categories do you fit into? *(please tick)*

Under 18 ☐

18-25 ☐

26-30 ☐

31-40 ☐

41-50 ☐

51-60 ☐

61-70 ☐

70+ ☐

23. Sex *(please tick)*

Male ☐

Female ☐

Thank you for your co-operation in sparing some time to answer these questions.

Appendix 10:
Resident Mail Questionnaire Cover Letter

resques/ lcn

23/ 5/95

Dear Sir/ Madam,

Re: Questionnaire on Residents' Perceptions of Mid Wales

I refer to the attached questionnaire.

I am currently conducting research into perceptions of Mid Wales, and spent last summer interviewing visitors to the area. I am now trying to gain an insight into resident perceptions of Mid Wales - how you perceive the landscape and economy of the area, and how you view the future of Mid Wales.

As it is important for me to gain an overall view of the way in which Mid Wales is perceived, I would be extremely grateful if you would spend about five minutes completing the attached questionnaire, and then return it in the enclosed stamped, addressed envelope.

The questionnaire may be completed by any member of the household aged 16 or over. The research is towards my Ph.D., and all responses will be dealt with in strictest confidence.

I would be most grateful if you, or someone in your household could spare five minutes to make your views known about the area where you live,

I look forward to hearing from you soon,

Yours faithfully,

Louise C Morgans

Appendix 11:

Sample of Community groups

Llandrindod Wells Theatre Company
Builth Male Voice Choir
Albert Hall Theatre Company
Cantorion Choir
Scottish Highland Dancing
Rambling Association
Running Club (Spartans)
Builth Bowling Club
Llandrindod and Builth Ladies Hockey Club
Builth Netball Club
Builth Wells Rugby Club
Archery Club
Llandrindod Wells Badminton Club
Builth Wells Badminton Club
Builth Wells Golf Club
Ithon Judo Club
NSPCC (Builth Wells Branch)
Red Cross (Builth Wells Branch)
RNLI
St.John's Ambulance
Friends of the Earth
Radnorshire Wildlife Trust
Powys Family History Society
Friends of the Museum
Welsh Society
Heritage Society
Plaid Cymru
Rotary Club (Llandrindod Wells)
Round Table (Llandrindod Wells)

Women's Institute (Builth Wells)

British Legion (Builth Wells)

Rotary Club (Builth Wells)

Community Council - Cilmerly

Mother's Union

Community Council - Erwood

Community Council - Builth Town

Brownies/ Guides

Cubs

Young Farmer's Club

Scouts

Appendix 12:
Introductory Letter to Community Groups

resint/lcm

3/7/95

Dear

I am currently conducting research into perceptions of Mid Wales, and have already interviewed visitors to the area. I would now like to interview a number of residents in Mid Wales to gain your views on the area, its advantages, its disadvantages, and how you see its future.

I note from the societies listing for your area that you are involved in a local community group, and as such play an important part within the fabric that makes up Mid Wales. I would therefore be grateful if either yourself, or a member of your group would grant me about thirty minutes of your time over the next couple of months for an informal interview. The research is for my personal use as part of my Ph.D degree, and total anonymity will be maintained. As my research centres on trying to gain an overall impression of perceptions of Mid Wales, I would be extremely grateful if you are able to help me with this matter.

If you are able to co-operate, could you please contact me at 28, Old Road, Llanelli, Dyfed, SA15 3HP indicating a contact name/ telephone number, or a suitable venue and time which is convenient to you.

I look forward to hearing from you,

Louise C Morgans

Appendix 13: Resident Interviews Schedule

MID WALES RESIDENT SURVEY(extended interview)

1. **Have you lived in this area all your life?**
if not: how long have you lived here; where did you live before?
2. **At the moment, could you see yourself ever moving away from the area?**
if yes: why?
3. **If you didn't live in Mid Wales, where else would you choose to live?**
4. **What do you consider to be the benefits of living in this area?**
5. **Are there any disadvantages of living in this area?**
6. ***Would you say this area is similar in any way to any other areas you have visited recently (perhaps on holiday)?***
if yes: in what ways?
if no: how would you say it is different?
7. **What would you say are the main assets of Mid Wales? *Why?***
8. **If you had four words to describe the landscape of the area, what would they be?**
9. **Landscapes have been, and are being used as a resource by extracting coal, minerals, oil etc. How far do you think that the landscape itself could be viewed as a resource which could be drawn upon by tourism?**
10. **How do you view the need to develop an area to provide employment balanced against the preservation of the landscape?**
11. **Do you think different landscapes can have an effect on the way you feel e.g. healthy, peaceful, uncomfortable? *Why?***
12. **When you think of 'nature' what images come to mind?**
13. **Can you think of any areas or landscapes where you feel close to nature? *if yes, where?***
14. **Do you think the climate or time of year makes a difference to how you feel about a particular area or landscape? *In what ways/ why?***

15. Have you seen any changes in the area since you have been living here?
if yes: what? Have they been beneficial?
16. Would you like to see any changes made within the area?
if yes: what?
17. How do you view the Mid Wales of the future?
is this how you would wish to view it?
18. Please look at card A and choose two economic activities which you feel best suit the area? *Why?*
19. What do you think is meant by the term 'Health Tourism'?
20. Have you ever visited a health farm or spa for treatment or leisure?
if yes, where? would you visit again?
21. Would you like to see more spa facilities developed in Mid Wales?
22. Do you think that tourism should be encouraged in the area? *Why?*
23. Can you think of a holiday or break you have taken which has left you with a sense of well-being? *If yes, where?*
24. How far do you think a type of landscape or environment is responsible for your feelings of well-being?
25. If you had the chance to visit anywhere you wanted, where would that be and why?
26. What is/ was your occupation?
27. Please look at card C; which age category do you fit into?
28. Male or Female? *(not to be asked!)*

Appendix 14: Agency Interviews Schedule

Agency Interviews

1. What do you feel are the advantages of Mid Wales?
2. What are the disadvantages of Mid Wales?
3. What changes do you envisage for the immediate/ long term future of Mid Wales?
4. What are your recommendations/ policies for future development in the area?
5. What are the main considerations you take into account in policy formulation?
6. How far do you take into account the opinions of residents and visitors?
7. What methods do you use to access these perceptions?
8. Should the recommendations of one group (residents and visitors) have more weighting than the other?
9. Does one group currently have more influence than the other?
10. Both residents and visitors felt that new forms of tourism in rural areas should be landscape related. How far do you agree with this statement?
11. Overall, visitors to the area felt that the economy should be solely centred on the landscape through tourism and agriculture. Whilst residents also felt these two sectors were important, they also saw a need for the growth of the manufacturing sector. How would you respond to this dichotomy?
12. How far do you think the opinions of residents and visitors should influence future development in Mid Wales?
13. The overall perceptions of visitors to the area indicated that they regarded Mid Wales as existing within a bubble, inside which nothing should change; on the other hand, residents felt a great need for change in terms of employment and communications. How would your recommendations for future development reconcile these two views?
14. The research found that health tourism is not part of the current image or attraction of Mid Wales, and very few residents or visitors had any interest in using spa facilities. How do you view the future of the spas in Mid Wales?

Appendix 15:

Additional Tables

Table 1: Region of Origin of Domestic Visitors

Region	Researcher's Sample (%)	WTB Sample (%)
North	1	0
Yorks/ Humber	3	4
North West	11	16
East Midlands	3	4
West Midlands	19	30
East Anglia	10	3
South East	22	21
South West	13	4
Wales	16	17
Scotland	1	0
N.Ireland	1	1

Table 2: Age Range of Visitor Sample Population

Age Group	% of Respondents
< 18	2
18-25	6
26-30	6
31-40	17
41-50	26
51-60	19
61-70	17
70+	10

Table 3: Visitors Choice of Description for the Landscape of Mid Wales

Descriptor	Frequency	% Visitors
Rural	71	9
Picturesque	198	24
Scenic	6	1
Rugged	59	7
Tranquil	43	5
Barren	9	1
Interesting	0	0
Undulating	2	0
Beautiful	143	17
Urban	0	0
Mountainous	87	10
Historical	18	3
Natural	65	8
Peaceful	120	15
Oppressive	1	0
Desolate	0	0
Green	10	1
Bleak	0	0

Table 4: Statement 1: ‘There is no such thing as unspoilt nature.’

Level of Agreement	No. Visitors	% Visitors
Strongly Disagree	25	6
Disagree	250	20
Don’t Know/ Unsure	8	2
Agree	119	29
Strongly Agree	14	3

Table 5: Statement 5 ‘Everyone needs to be surrounded by nature once in a while.’

Level of Agreement	Number of Visitors	% Visitors
Strongly Disagree	0	0
Disagree	7	2
Don’t Know/ Unsure	3	1
Agree	222	53
Strongly Disagree	184	44

Table 6: Statement 6 'Differences in the weather affect the way I feel about a place.'

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	12	3
Disagree	134	32
Don't Know/ Unsure	15	4
Agree	200	48
Strongly Agree	55	13

Table 7: Visitors' Preferred form of Economic Development for Mid Wales

Industry	Frequency of Response	% Visitors
Heavy Industry	5	1
Light Manufacturing	5	1
Heritage Tourism	282	33
Office Development	5	1
Chemical Industry	0	0
Health and Leisure Tourism	233	28
Retail Development	6	1
Product Research and Development	9	1
Hi-tech Industry	31	4
Extractive Industries	256	0
Agriculture/ Forestry/ Fishing	0	30

Table 8: Visitors' Perceptions of Health Tourism

Definition	Number of Visitors	% Visitors
Activity Holidays	134	32
Health Farms	52	13
Hotels with Leisure Clubs	33	8
Health Spas	45	11
Seaside	10	2
Travel with Medical Treatment	7	2
Don't Know	6	32

Table 9: Statement 2 'Preserving the environment is a luxury when jobs need to be created'

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	49	12
Disagree	262	63
Don't Know/ Unsure	33	8
Agree	65	15
Strongly Agree	7	2

Table 10: Statement 3 ‘Areas of landscape beauty are a resource that should be drawn upon by tourism’

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	3	1
Disagree	55	13
Don't Know/ Unsure	40	10
Agree	279	67
Strongly Agree	39	9

Table 11: Statement 4 ‘New forms of employment in rural areas should be landscape related’

Level of Agreement	Number of Visitors	% of Visitors
Strongly Disagree	3	1
Disagree	31	7
Don't Know/ Unsure	35	9
Agree	289	69
Strongly Agree	57	14

**Table 12: Cross Tabulation of Visitor Responses of Asset and Statement 2
‘Preserving the environment is a luxury when jobs need to be created’**

Asset	Level of Agreement With Statement 2				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Sense of History	10	6	3	6	14
Close to Nature	21	18	24	15	14
Relaxation	21	17	15	21	0
Escaping From It All	10	22	18	20	43
Sports/ Leisure Facilities	0	0	0	2	0
Central Location	12	13	12	12	14
Countryside Walks	16	19	22	14	15
Healthy Environment	4	3	6	5	0
Good Local Facilities	2	2	0	3	0
Climate	2	0	0	2	0
Local Culture	2	0	0	0	0
Entertainment Facilities	0	0	0	0	0

Table 13: Cross Tabulation of Visitor Responses of Asset and Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism.'

Asset	Level of Agreement With Statement 3				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Sense of History	67	4	10	5	13
Close to Nature	0	27	20	16	21
Relaxation	33	11	23	17	23
Escaping From It All	0	16	15	23	10
Sports/ Leisure Facilities	0	0	3	0	0
Central Location	0	13	5	14	13
Countryside Walks	0	24	17	19	13
Healthy Environment	0	4	2	3	5
Good Local Facilities	0	0	0	2	2
Climate	0	0	3	0	0
Local Culture	0	0	2	1	0
Entertainment Facilities	0	1	0	0	0

Table 14: Cross Tabulation of Visitor Responses of Asset and Statement 4 'New forms of employment in rural areas should be landscape related'

Asset	Level of Agreement With Statement 4				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Sense of History	0	3	11	7	7
Close to Nature	0	13	17	19	19
Relaxation	0	16	19	18	14
Escaping From It All	67	39	14	19	16
Sports/ Leisure Facilities	0	3	0	0	0
Central Location	0	6	11	13	12
Countryside Walks	0	16	22	18	21
Healthy Environment	0	3	0	4	4
Good Local Facilities	0	0	3	1	5
Climate	0	0	0	1	0
Local Culture	33	1	2	0	1
Entertainment Facilities	0	0	1	0	1

Table 15: Cross Tabulation of Visitor Responses of Form of Economic Development and Statement 2 'Preserving the environment is a luxury when jobs need to be created'

Industry	Level of Agreement With Statement 2				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Heavy Industry	0	0	0	4	7
Light Manufacturing	0	1	0	1	0
Heritage Tourism	27	35	29	31	29
Office Development	0	1	2	0	0
Chemical Industry	0	0	2	0	0
Health & Leisure Tourism	32	27	31	28	43
Retail Development	1	1	2	1	0
Product Research & Development	1	1	0	2	0
Hi-Tech Industry	7	4	5	2	0
Extractive Industries	0	0	0	0	0
Agriculture/ Forestry/ Fishing	32	30	29	31	21

Table 16: Cross Tabulation of Form of Economic Development and Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism.'

Industry	Level of Agreement With Statement 3				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Heavy Industry	0	4	0	1	0
Light Manufacturing	0	0	1	1	3
Heritage Tourism	50	31	31	33	35
Office Development	0	2	0	1	1
Chemical Industry	0	0	0	0	0
Health & Leisure Tourism	30	23	25	30	27
Retail Development	0	0	0	1	3
Product Research & Development	0	0	0	1	1
Hi-Tech Industry	20	5	3	4	4
Extractive Industries	0	0	0	0	0
Agriculture/ Forestry/ Fishing	0	35	40	28	26

**Table 17: Cross Tabulation of Visitor Responses of Economic Development and Statement 4
'New forms of employment in rural areas should be landscape related'**

Industry	Level of Agreement With Statement 4				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Heavy Industry	0	0	1	1	1
Light Manufacturing	0	2	0	1	2
Heritage Tourism	33	29	26	35	33
Office Development	17	0	1	0	2
Chemical Industry	0	2	0	0	0
Health & Leisure Tourism	17	24	29	28	26
Retail Development	0	0	0	1	2
Product Research & Development	0	2	0	1	2
Hi-Tech Industry	17	8	4	3	4
Extractive Industries	0	0	0	0	0
Agriculture/ Forestry/ Fishing	16	33	39	30	28

Table 18: Visitors' Reason for Choosing Mid Wales as a Destination by % of Age Group

Reason	% of Age Group							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Landscape	10	39	26	43	34	28	34	38
Heritage	10	0	0	3	4	5	6	0
Good Base	10	22	31	22	28	28	19	22
Particular Attraction	0	4	0	0	2	0	11	0
Sport/ Activity	20	4	9	3	7	6	3	5
Family/ Friends	20	13	17	18	13	24	14	25
Other	30	18	17	11	12	9	13	10

Table 19: Visitors' Perception of the Main Asset of Mid Wales by % of Age Group

Asset	% of Age Group							
	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Sense of History	10	4	14	8	3	6	11	5
Close to Nature	20	35	17	9	15	17	24	22
Relaxation	0	17	17	18	22	12	19	17
Escaping From It All	20	9	22	17	22	27	20	13
Sports/ Leisure Facilities	0	0	0	0	0	1	0	0
Central Location	10	13	9	11	14	13	11	15
Countryside Walks	20	22	13	25	18	19	11	20
Healthy Environment	20	0	0	6	3	3	1	5
Good Local Facilities	0	0	4	2	2	1	3	0
Climate	0	0	0	0	0	1	0	3
Local Culture	0	0	4	2	1	0	0	0
Entertainment	0	0	0	2	0	0	0	0

Table 20: Visitors' Choice of Description for Mid Wales by % of Age Group

Descriptor	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Rural	10	17	15	10	11	6	4	4
Picturesque	0	24	35	21	24	23	26	27
Scenic	0	2	2	1	0	1	0	3
Rugged	5	2	2	6	8	10	7	8
Tranquil	15	7	4	2	9	5	3	8
Barren	0	2	0	2	0	0	2	1
Interesting	0	0	0	0	0	0	0	0
Undulating	0	0	0	0	0	0	1	0
Beautiful	15	15	7	16	15	15	24	24
Urban	0	0	0	0	0	0	0	0
Mountainous	5	9	9	12	9	12	9	14
Historical	5	2	7	2	2	2	1	1
Natural	15	9	2	8	8	12	4	5
Peaceful	30	11	15	18	14	13	18	4
Oppressive	0	0	0	0	0	0	0	0
Desolate	0	0	0	0	0	0	0	0
Green	0	0	2	2	0	1	1	1
Bleak	0	0	0	0	0	0	0	0

Table 21: Statement 1 ‘There is no such thing as unspoilt nature’ by % of Age Group

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	10	4	13	8	7	3	6	5
Disagree	80	66	52	56	58	62	64	54
Don't Know/ Unsure	0	4	0	2	2	3	1	3
Agree	10	26	35	31	25	32	26	35
Strongly Agree	0	0	0	3	8	0	3	3

Table 22: Statement 5 ‘Everyone needs to be surrounded by nature once in a while’ by % of Age Group

Level of Agreement	% of Age Groups							
	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	0	0	0	0	0	0	0	0
Disagree	10	0	0	2	1	3	0	4
Don't Know/ Unsure	0	0	0	0	1	2	0	0
Agree	60	43	39	55	58	50	59	48
Strongly Agree	30	57	61	43	40	45	41	48

Table 23: Statement 6 ‘Differences in the weather affect the way I feel about a place’ by % Age Group

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	10	0	9	5	2	0	6	0
Disagree	20	52	26	28	33	37	27	33
Don't Know/ Unsure	0	9	4	8	3	4	0	2
Agree	50	39	22	48	50	54	51	45
Strongly Agree	20	0	39	12	12	5	16	20

Table 24: Visitors Preferred Form of Economic Development for Mid Wales by % of Age Group

Industry	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Heavy Industry	0	0	2	1	2	0	0	0
Light Manufacturing	0	0	0	1	2	0	1	0
Heritage Tourism	35	30	30	28	34	36	33	41
Office Development	0	9	0	1	0	0	0	0
Chemical Industry	0	0	0	0	0	0	0	0
Health & Leisure Tourism	30	22	28	29	25	28	32	33
Retail Development	5	2	0	0	0	1	1	0
Product Research & Development	0	0	0	1	2	1	0	0
Hi-Tech Industry	0	4	0	5	5	3	2	8
Extractive Industries	0	0	0	0	0	0	0	0
Agriculture etc.	30	33	40	34	30	31	31	18

Table 25: Visitors' Perception of Health Tourism by % of Age Groups

Definition	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Activity Holiday	50	35	22	49	40	24	23	15
Health Farms	20	26	13	18	10	8	16	3
Hotels/ Leisure Clubs	0	4	22	6	7	4	10	12
Health Spas	0	9	13	5	12	16	10	10
Seaside	0	4	0	0	2	4	4	3
Travel with Med Treat	0	0	0	2	2	4	1	0
Don't Know	30	22	30	20	27	40	36	57

Table 26: Have Visitors Ever Visited a Spa for Health, by % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	0	0	0	0	0	1	1	0
No	100	100	100	100	100	99	99	100

Table 27: Have Visitors Ever Visited a Spa for Leisure, by % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	0	0	1	1	3	4	2	1
No	100	100	99	99	97	96	98	99

Table 28: Would Visitors Consider Visiting a Spa for Health, by % of Age Groups

	% of Age Groups							
	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	60	43	61	42	36	31	26	25
No	40	57	39	58	64	69	74	75

Table 29: Would Visitors Consider Visiting a Spa for Leisure, as % of Age Groups

	% of Age Groups							
	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	80	57	70	45	42	35	26	28
No	20	43	30	55	58	65	74	72

Table 30: Statement 2 'Preserving the environment is a luxury when jobs need to be created' by % of Age Groups

	% of Age Groups							
Level of Agreement	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	10	22	26	18	10	8	6	10
Disagree	60	61	48	70	65	69	60	48
Don't Know/ Unsure	10	13	9	2	8	9	6	15
Agree	20	4	17	8	15	12	27	25
Strongly Agree	0	0	0	2	2	2	1	2

Table 31: Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism' by % of Age Group

	% of Age Groups							
Level of Agreement	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	0	0	0	2	1	1	0	0
Disagree	20	22	13	17	15	14	7	5
Don't Know/ Unsure	10	17	4	8	11	8	13	5
Agree	70	52	61	62	66	71	70	78
Strongly Agree	0	9	22	11	7	6	10	12

Table 32: Statement 4 'New forms of employment in rural areas should be landscape related' as % of Age Group

	% of Age Groups							
Level of Agreement	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	0	0	0	2	0	0	3	0
Disagree	20	0	13	14	5	9	4	5
Don't Know/ Unsure	30	9	22	14	5	6	6	8
Agree	50	74	57	57	75	75	73	70
Strongly Agree	0	17	8	13	15	10	14	17

Table 33: Visitors' Reason for Choosing Mid Wales as a Destination by % of Gender Group

Reason	% of Gender Group	
	Male	Female
Landscape	36	31
Heritage	3	4
Good Base	27	21
Particular Attraction	1	4
Sport/ Activity	5	8
Family/ Friends	18	18
Other	10	14

Table 34: Visitors' Perception of the Main Asset of Mid Wales by % of Gender Group

Asset	% of Gender Groups	
	Male	Female
Sense of History	8	5
Close to Nature	15	21
Relaxation	19	16
Escaping From It All	22	20
Sports/ Leisure Facilities	0	1
Central Location	14	10
Countryside Walks	16	21
Healthy Environment	4	2
Good Local Facilities	1	2
Climate	0	1
Local Culture	1	0

**Table 35: Visitors' Choice of Description of Mid Wales
by % of Gender Group**

Descriptor	% of Gender Groups	
	Male	Female
Rural	10	6
Picturesque	24	23
Scenic	0	1
Rugged	8	6
Tranquil	6	4
Barren	1	1
Interesting	0	0
Undulating	0	0
Beautiful	15	20
Urban	0	0
Mountainous	10	11
Historical	3	2
Natural	8	8
Peaceful	14	16
Oppressive	0	0
Desolate	0	0
Green	1	2
Bleak	0	0

**Table 36: Statement 1 'There is no such thing as unspoilt nature' by % of Gender
Group**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	5	7
Disagree	62	58
Don't Know/ Unsure	1	3
Agree	28	30
Strongly Agree	4	2

**Table 37: Statement 5 'Everyone needs to be surrounded
by nature once in a while' by % of Gender Group**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	0	0
Disagree	2	1
Don't Know/ Unsure	0	1
Agree	61	44
Strongly Agree	37	54

**Table 38: Statement 6 'Differences in the weather affect the way I feel about a place'
by % of each Gender Group**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	2	4
Disagree	34	30
Don't Know/ Unsure	3	5
Agree	48	49
Strongly Agree	13	12

**Table 39: Visitors' Preferred Form of Economic Development
for Mid Wales by % of Gender Group**

Industry	% of Gender Groups	
	Male	Female
Heavy Industry	1	1
Light Manufacturing	1	1
Heritage Tourism	35	32
Office Development	0	1
Chemical Industry	0	0
Health and Leisure Tourism	30	27
Retail Development	1	1
Product Research and Development	1	0
Hi-Tech Industry	4	3
Extractive Industries	0	0
Agriculture/ Forestry/ Fishing	27	34

Table 40: Visitors' Perception of Health Tourism by % of Gender Groups

Definition	% of Gender Groups	
	Male	Female
Activity Holidays	31	33
Health Farms	10	16
Hotels with Leisure Clubs	7	9
Health Spas	14	7
Seaside	2	3
Travel with Medical Treatment	2	1
Don't Know	34	31

**Table 41: Have Visitors Ever Visited a Spa for Health,
by % of Gender Groups**

	% of Gender Groups	
	Male	Female
Yes	2	3
No	98	97

**Table 42: Have Visitors Ever Visited a Spa for Leisure,
by % of Gender Groups**

	% of Gender Groups	
	Male	Female
Yes	11	11
No	89	89

**Table 43: Would Visitors Consider Visiting a Spa for Health,
by % of Gender Groups**

	% of Gender Groups	
	Male	Female
Yes	29	43
No	71	57

**Table 45: Statement 2 'Preserving the environment is a luxury
when jobs need to be created' by % of Gender Groups**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	13	11
Disagree	67	58
Don't Know/ Unsure	6	11
Agree	13	18
Strongly Agree	1	2

**Table 46: Statement 3 'Areas of landscape beauty are a resource
that should be drawn upon by tourism' by % of Gender Group**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	1	0
Disagree	14	12
Don't Know/ Unsure	8	12
Agree	69	65
Strongly Agree	8	11

**Table 47: Statement 4 'New forms of employment in rural areas
should be landscape related' by % of Gender Group**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	1	0
Disagree	15	13
Don't Know/ Unsure	8	10
Agree	67	66
Strongly Agree	9	11

Table 48: Visitors' Reason for Choosing Mid Wales as a Destination, by % of Socio-economic Group

Reason	% of Socio-economic Groups							Stu.
	A	B	C1	C2	D	E	Hous	
Landscape	37	34	38	30	29	33	27	38
Heritage	0	3	4	3	2	0	10	5
Good Base	37	21	28	26	35	33	13	0
Particular Attraction	0	4	2	2	0	0	13	0
Sport/ Activity	0	7	4	3	6	0	10	14
Family/ Friends	13	21	14	24	18	17	10	14
Other	13	10	10	12	10	17	17	29

Table 49: Visitors' Perception of the Main Asset of Mid Wales, by % of Socio-economic Group

Asset	% of Socio-economic Groups							Stu
	A	B	C1	C2	D	E	Hous	
Sense of History	0	5	11	5	6	17	0	10
Close to Nature	24	21	15	11	20	50	20	29
Relaxation	13	21	15	20	16	33	20	5
Escaping From It All	13	23	20	18	24	0	23	10
Sports/ Leisure Facilities	0	0	0	0	0	0	3	0
Central Location	13	12	9	24	12	0	10	4
Countryside Walks	38	14	24	14	14	0	13	32
Healthy Environment	0	2	2	7	2	0	7	10
Good Local Facilities	0	2	2	1	2	0	4	0
Climate	0	0	0	0	2	0	0	0
Local Culture	0	0	1	0	0	0	0	0
Entertainment	0	0	1	0	0	0	0	0

Table 50: Visitors' Choice of Description for Mid Wales, by % of Socio-economic Group

Descriptor	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Rural	12	11	7	7	33	17	9	14
Picturesque	6	21	26	25	28	34	28	10
Scenic	0	0	1	2	1	0	2	0
Rugged	13	8	5	8	10	0	7	5
Tranquil	13	5	4	6	4	0	2	10
Barren	0	1	2	1	1	0	0	2
Interesting	0	0	0	0	0	0	0	0
Undulating	0	0	0	0	0	0	0	0
Beautiful	25	16	19	10	21	8	23	17
Urban	0	0	0	0	0	0	0	0
Mountainous	19	9	10	13	11	8	13	2
Historical	0	2	2	4	2	8	2	10
Natural	6	7	7	9	9	25	2	7
Peaceful	6	17	16	15	10	0	10	18
Oppressive	0	0	0	0	0	0	0	5
Desolate	0	0	0	0	0	0	0	0
Green	0	3	1	0	0	0	2	0
Bleak	0	0	0	0	0	0	0	0

Table 51: Statement 1 'There is no such thing as unspoilt nature' by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	0	5	5	6	6	0	13	14
Disagree	38	64	61	56	53	67	60	67
Don't Know/ Unsure	0	2	2	3	4	0	0	0
Agree	62	25	31	27	33	33	27	19
Strongly Agree	0	5	1	8	5	0	0	0

Table 52: Statement 5 'Everyone needs to be surrounded by nature once in a while' by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	0	0	0	0	0	0	0	0
Disagree	0	2	2	2	0	0	0	5
Don't Know/ Unsure	0	1	1	2	0	0	0	0
Agree	50	50	53	56	69	50	43	43
Strongly Agree	50	47	44	40	31	50	57	52

Table 53: Statement 6 'Differences in the weather affect the way I feel about a place' by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	13	2	2	5	2	0	7	5
Disagree	25	32	28	30	39	50	40	33
Don't Know/ Unsure	0	3	5	5	4	0	0	5
Agree	50	51	50	48	47	50	37	38
Strongly Agree	12	12	15	12	8	0	16	19

Table 54: Visitors' Preferred Form of Economic Development for Mid Wales, by % of Socio-economic Group

Industry	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Heavy Industry	0	1	1	1	1	0	0	0
Light Manufacturing	0	1	1	0	0	0	0	0
Heritage Tourism	38	32	32	37	37	50	32	24
Office Development	0	0	1	1	0	0	0	5
Chemical Industry	0	0	0	0	0	0	0	0
Health & Leisure Tourism	19	30	26	29	27	33	32	31
Retail Development	0	1	1	1	0	0	0	2
Product Research & Development	0	2	1	1	1	0	0	0
Hi-Tech Industry	13	6	3	2	4	0	3	5
Extractive Industries	0	0	0	0	0	0	0	0
Agriculture/ Forestry/ Fishing	30	27	34	28	30	17	33	33

Table 55: Visitors' Perception of Health Tourism, by % of Socio-economic Group

Definition	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Activity Holiday	25	37	32	33	22	32	23	42
Health Farms	13	12	13	8	6	17	24	29
Hotels/ Leisure Clubs	0	6	8	15	6	0	10	5
Health Spas	25	9	14	8	16	17	0	5
Seaside	0	1	2	1	8	17	3	0
Travel with Med Treat	0	2	2	1	2	0	3	0
Don't Know	37	33	29	34	40	17	37	19

Table 56: Have Visitors Ever Visited a Spa for Health, by % of Socio-economic Group

	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Yes	0	0	5	2	4	0	3	0
No	100	100	95	98	96	100	97	100

Table 57: Have Visitors Ever Visited a Spa for Leisure, by % of Socio-economic Group

	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Yes	13	11	11	17	6	17	10	5
No	87	89	89	83	94	83	90	95

Table 58: Would Visitors consider Visiting a Spa for Health, by % of Socio-economic Group

	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Yes	25	30	35	36	47	17	10	5
No	75	70	65	64	53	83	90	95

Table 59: Would Visitors Consider Visiting a Spa for Leisure, by % of Socio-economic Group

	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Yes	50	36	39	38	45	33	33	67
No	50	64	61	62	55	67	67	33

Table 60: Statement 2 'Preserving the environment is a luxury when jobs need to be created' by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	38	17	13	5	4	0	10	19
Disagree	38	64	69	62	61	83	53	52
Don't Know/ Unsure	12	4	8	12	8	0	10	14
Agree	12	15	10	18	24	17	23	15
Strongly Agree	0	0	0	3	3	0	4	0

Table 61: Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism' by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group						
	A	B	C1	C2	D	E	Hous
Strongly Disagree	0	1	0	3	0	0	0
Disagree	12	13	13	14	14	17	10
Don't Know/ Unsure	0	8	11	6	16	0	10
Agree	88	68	65	70	65	67	63
Strongly Agree	0	10	11	7	5	16	17

Table 61: Statement 4 'New forms of employment in rural areas should be landscape related' by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group						
	A	B	C1	C2	D	E	Hous
Strongly Disagree	0	1	1	0	0	0	3
Disagree	0	11	9	0	6	17	7
Don't Know/ Unsure	12	8	7	6	2	0	20
Agree	75	61	68	83	82	83	60
Strongly Agree	13	19	15	11	10	0	10

Table 63: Visitors' Reason for Choosing Mid Wales as a Destination by % of Region Group

Reason	% of Regional Group						
	A	B	C	D	E	F	G
Landscape	28	25	28	40	44	20	25
Heritage	7	0	3	3	0	0	0
Good Base	24	50	28	18	31	20	25
Particular Attraction	8	0	1	2	6	0	0
Sport/ Activity	3	6	8	5	0	0	25
Family/ Friends	21	19	22	17	0	20	0
Other	9	0	10	15	19	40	25

Table 64: Visitors' Perception of the Main Asset of Mid Wales by % of Region Group

Asset	% of Regional Group							
	A	B	C	D	E	F	G	H
Sense of History	5	6	7	6	6	20	0	10
Close to Nature	16	13	15	19	14	0	25	38
Relaxation	24	25	14	19	44	0	0	5
Escaping From It All	16	19	26	23	6	20	25	3
Sports/ Leisure Facilities	0	0	0	0	0	0	0	0
Central Location	21	6	11	9	6	40	0	18
Countryside Walks	15	19	20	19	6	0	25	17
Healthy Environment	3	6	3	3	6	20	0	3
Good Local Facilities	0	0	1	2	6	0	25	3
Climate	0	0	1	0	6	0	0	0
Local Culture	0	6	1	0	0	0	0	3
Entertainment	0	0	1	0	0	0	0	0

Table 65: Visitors' Choice of Description for Mid Wales by % of Region Group

Descriptor	% of Regional Group							
	A	B	C	D	E	F	G	H
Rural	13	19	7	7	6	10	0	9
Picturesque	31	22	26	22	28	30	25	14
Scenic	1	0	0	0	6	10	0	1
Rugged	4	3	7	11	0	0	0	7
Tranquil	4	6	6	3	13	0	0	8
Barren	2	0	1	1	0	0	0	1
Interesting	0	0	0	0	0	0	0	0
Undulating	0	0	0	0	0	0	0	0
Beautiful	17	3	17	19	13	30	12	18
Urban	0	0	0	0	0	0	0	0
Mountainous	7	13	10	10	22	0	25	10
Historical	3	6	2	0	0	10	0	7
Natural	6	9	6	10	6	0	13	9
Peaceful	9	16	17	16	6	10	25	15
Oppressive	0	0	0	0	0	0	0	0
Desolate	0	0	0	0	0	0	0	0
Green	3	3	1	1	0	0	0	1
Bleak	0	0	0	0	0	0	0	0

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Table 69: Visitors Preferred Form of Economic Development for Mid Wales by % of Region Group

Industry	% of Regional Group							
	A	B	C	D	E	F	G	H
Heavy Industry	0	3	0	1	0	0	0	4
Light Manufacturing	0	0	0	2	3	0	0	0
Heritage Tourism	34	34	36	30	34	30	50	31
Office Development	0	0	1	0	0	0	0	1
Chemical Industry	0	0	0	1	3	0	0	0
Health & Leisure Tourism	28	26	26	30	34	30	50	27
Retail Development	1	0	0	2	3	0	0	0
Product Research & Development	3	0	1	1	0	0	0	3
Hi-Tech Industry	5	3	5	2	0	10	0	8
Extractive Industries	0	0	0	0	0	0	0	0
Agriculture etc.	29	34	31	31	23	30	0	26

Table 70: Visitors' Perception of Health Tourism by % of Region Groups

Definition	% of Regional Group							
	A	B	C	D	E	F	G	H
Activity Holiday	24	32	33	36	25	40	0	33
Health Farms	21	6	12	10	13	40	25	8
Hotels/ Leisure Clubs	9	6	8	9	6	0	25	3
Health Spas	10	6	13	9	19	0	0	10
Seaside	5	0	1	1	6	20	0	5
Travel with Med Treat	3	0	3	0	0	0	0	3
Don't Know	28	50	30	35	31	0	50	38

Table 71: Have Visitors Ever Visited a Spa for Health, by % of Region Groups

	% of Regional Group							
	A	B	C	D	E	F	G	H
Yes	5	0	3	2	0	0	0	0
No	95	100	97	98	100	100	100	100

Table 72: Have Visitors Ever Visited a Spa for Leisure, by % of Region Groups

	% of Regional Group							
	A	B	C	D	E	F	G	H
Yes	9	13	11	12	12	0	25	10
No	91	87	89	88	88	100	75	90

Table 73: Would Visitors Consider Visiting a Spa for Health, by % of Region Groups

	% of Regional Group							
	A	B	C	D	E	F	G	H
Yes	41	31	39	31	44	40	25	31
No	59	69	61	69	56	60	75	69

Table 74: Would Visitors Consider Visiting a Spa for Leisure, as % of Region Groups

	% of Regional Group							
	A	B	C	D	E	F	G	H
Yes	41	38	46	35	44	20	25	36
No	59	62	54	65	56	80	75	63

Table 75: Statement 2 'Preserving the environment is a luxury when jobs need to be created' by % of Region Groups

	% of Regional Group							
Level of Agreement	A	B	C	D	E	F	G	H
Strongly Disagree	10	25	9	14	13	0	0	13
Disagree	62	56	67	59	62	60	75	64
Don't Know/ Unsure	4	0	11	7	13	20	0	8
Agree	24	19	11	18	12	20	25	13
Strongly Agree	0	0	2	3	0	0	0	2

Table 76: Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism' by % of Region Group

	% of Regional Group							
Level of Agreement	A	B	C	D	E	F	G	H
Strongly Disagree	0	0	1	1	0	0	0	3
Disagree	7	13	13	14	6	0	0	28
Don't Know/ Unsure	10	12	15	7	0	0	0	0
Agree	66	62	63	70	88	60	100	64
Strongly Agree	17	13	8	8	6	40	0	5

Table 77: Statement 4 'New forms of employment in rural areas should be landscape related' as % of Region Group

	% of Regional Group							
Level of Agreement	A	B	C	D	E	F	G	H
Strongly Disagree	0	0	2	0	0	0	0	0
Disagree	9	13	9	7	0	0	0	5
Don't Know/ Unsure	9	12	7	12	6	0	0	5
Agree	70	50	67	70	69	100	50	82
Strongly Agree	12	25	15	11	25	0	50	8

Table 78: Age Range of Resident Respondents

Age Range	Researcher's Sample (%)	Brecknock & Radnorshire 1991 Census (%)
16-18	1	3
18-25	3	12
26-30	5	8
31-40	15	16
41-50	18	18
51-60	21	13
61-70	17	15
70+	20	15

Table 79: Residents Choice of Description for the Landscape of Mid Wales

Descriptor	Frequency	% Residents
Rural	128	14
Picturesque	145	15
Scenic	115	12
Rugged	18	2
Tranquil	43	5
Barren	2	0
Interesting	21	2
Undulating	21	2
Beautiful	121	13
Urban	0	0
Mountainous	39	4
Historical	4	1
Natural	97	10
Peaceful	161	17
Oppressive	3	0
Desolate	4	1
Green	22	2
Bleak	2	0

Table 80: Statement 1: 'There is no such thing as unspoilt nature.'

Level of Agreement	No. Residents	% Residents
Strongly Disagree	91	19
Disagree	197	41
Don't Know/ Unsure	41	9
Agree	118	25
Strongly Agree	26	6

Table 81: Statement 5 'Everyone needs to be surrounded by nature once in a while.'

Level of Agreement	Number of Residents	% Residents
Strongly Disagree	9	2
Disagree	18	4
Don't Know/ Unsure	27	6
Agree	225	48
Strongly Disagree	194	40

Table 82: Statement 6 'Differences in the weather affect the way I feel about a place.'

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	34	7
Disagree	130	27
Don't Know/ Unsure	45	10
Agree	186	40
Strongly Agree	78	16

Table 83: Residents Preferred form of Economic Development for Mid Wales

Industry	Frequency of Response	% Residents
Heavy Industry	5	1
Light Manufacturing	181	19
Heritage Tourism	105	10
Office Development	15	2
Chemical Industry	0	0
Health and Leisure Tourism	205	21
Retail Development	15	2
Product Research and Development	6	1
Hi-tech Industry	30	3
Extractive Industries	5	1
Agriculture/ Forestry/ Fishing	379	40

Table 84: Residents' Perceptions of Health Tourism

Definition	Number of Residents	% Residents
Activity Holidays	99	21
Health Farms	53	11
Hotels with Leisure Clubs	23	5
Health Spas	79	17
Seaside	17	4
Travel with Medical Treatment	26	5
Don't Know	176	37

Table 85: Statement 2 ‘Preserving the environment is a luxury when jobs need to be created’

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	102	21
Disagree	198	42
Don't Know/ Unsure	46	10
Agree	98	21
Strongly Agree	29	6

Table 86: Statement 3 ‘Areas of landscape beauty are a resource that should be drawn upon by tourism’

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	23	5
Disagree	70	15
Don't Know/ Unsure	37	8
Agree	267	56
Strongly Agree	76	16

Table 87: Statement 4 ‘New forms of employment in rural areas should be landscape related’

Level of Agreement	Number of Residents	% of Residents
Strongly Disagree	13	3
Disagree	62	13
Don't Know/ Unsure	49	10
Agree	249	53
Strongly Agree	100	21

Table 88: Cross Tabulation of Resident Responses of Asset and Statement 2 ‘Preserving the environment is a luxury when jobs need to be created’

Asset	Level of Agreement With Statement 2				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Sense of History	7	5	4	0	7
Close to Nature	32	20	15	19	21
Relaxation	8	6	9	7	3
Escaping From It All	7	13	11	19	7
Sports/ Leisure Facilities	0	1	0	0	3
Central Location	0	1	4	5	0
Countryside Walks	11	12	13	8	21
Healthy Environment	34	37	35	36	35
Good Local Facilities	0	2	2	2	3
Climate	1	1	0	2	0
Local Culture	0	2	7	2	0
Entertainment Facilities	0	0	0	0	0

Table 89: Cross Tabulation of Resident Responses of Asset and Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism.'

Asset	Level of Agreement With Statement 3				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Sense of History	4	6	13	4	0
Close to Nature	22	21	16	23	22
Relaxation	17	6	11	5	8
Escaping From It All	0	19	13	12	13
Sports/ Leisure Facilities	0	0	0	1	0
Central Location	0	3	0	2	1
Countryside Walks	9	14	13	10	12
Healthy Environment	44	28	30	38	39
Good Local Facilities	0	1	3	2	1
Climate	0	1	0	1	1
Local Culture	4	1	0	2	3
Entertainment Facilities	0	0	0	0	0

Table 90: Cross Tabulation of Resident Responses of Asset and Statement 4 'New forms of employment in rural areas should be landscape related'

Asset	Level of Agreement With Statement 4				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Sense of History	0	0	4	6	4
Close to Nature	23	11	24	21	29
Relaxation	8	13	8	4	9
Escaping From It All	0	18	8	13	11
Sports/ Leisure Facilities	0	5	0	0	0
Central Location	0	3	0	2	2
Countryside Walks	31	6	12	12	10
Healthy Environment	38	36	34	38	33
Good Local Facilities	0	2	6	1	1
Climate	0	3	4	0	0
Local Culture	0	3	0	3	1
Entertainment Facilities	0	0	0	0	0

Table 91: Cross Tabulation of Resident Responses of Form of Economic Development and Statement 2 'Preserving the environment is a luxury when jobs need to be created'

Industry	Level of Agreement With Statement 2				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Heavy Industry	0	0	2	0	0
Light Manufacturing	14	16	22	27	24
Heritage Tourism	10	12	12	11	10
Office Development	2	2	1	2	0
Chemical Industry	0	0	0	0	0
Health & Leisure Tourism	25	26	12	16	19
Retail Development	0	2	0	3	3
Product Research & Development	0	0	3	0	0
Hi-Tech Industry	3	3	5	3	7
Extractive Industries	1	0	0	2	0
Agriculture/ Forestry/ Fishing	45	39	43	36	37

Table 92: Cross Tabulation of Form of Economic Development and Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism.'

Industry	Level of Agreement With Statement 3				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Heavy Industry	0	0	0	1	1
Light Manufacturing	24	22	21	18	18
Heritage Tourism	7	10	9	10	16
Office Development	2	2	1	1	1
Chemical Industry	0	0	0	0	0
Health & Leisure Tourism	17	14	21	24	22
Retail Development	0	1	1	1	3
Product Research & Development	0	2	1	0	1
Hi-Tech Industry	7	4	1	3	4
Extractive Industries	0	1	0	1	1
Agriculture/ Forestry/ Fishing	43	44	45	41	33

Table 93: Cross Tabulation of Resident Responses of Economic Development and Statement 4 'New forms of employment in rural areas should be landscape related'

Industry	Level of Agreement With Statement 4				
	Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
Heavy Industry	0	0	1	0	1
Light Manufacturing	15	17	20	19	20
Heritage Tourism	8	11	7	11	13
Office Development	4	2	3	3	0
Chemical Industry	0	0	0	0	0
Health & Leisure Tourism	27	18	21	23	21
Retail Development	0	3	3	1	1
Product Research & Development	0	1	1	1	0
Hi-Tech Industry	8	6	3	2	3
Extractive Industries	0	2	1	0	0
Agriculture/ Forestry/ Fishing	38	40	40	40	41

Table 94: Residents' Reason for Choosing Mid Wales as a Place to live by % of Age Group

Reason	% of Age Group							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Family/ Friends	0	13	16	24	22	8	15	30
Job Related	0	6	24	19	24	28	14	12
Landscape	0	13	8	9	11	17	15	9
Community	0	0	0	0	0	0	0	0
Other	25	6	12	0	6	8	14	7
Always Lived Here	75	62	40	48	37	39	42	42

Table 95: Residents' Perception of the Main Asset of Mid Wales by % of Age Group

Asset	% of Age Group							
	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Sense of History	25	0	4	3	4	3	5	6
Close to Nature	25	18	16	15	27	22	20	25
Relaxation	25	13	8	10	9	4	8	2
Escaping From It All	0	18	16	10	13	12	15	10
Sports/ Leisure Facilities	0	0	4	0	1	0	0	1
Central Location	0	0	4	3	2	2	3	1
Countryside Walks	0	13	0	10	14	14	6	15
Healthy Environment	25	38	44	39	27	41	36	35
Good Local Facilities	0	0	0	3	1	0	3	4
Climate	0	0	0	4	0	0	1	0
Local Culture	0	0	4	3	2	2	3	1
Entertainment	0	0	0	0	0	0	0	0

Table 96: Residents' Choice of Description for Mid Wales by % of Age Group

Descriptor	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Rural	38	6	20	16	17	10	11	13
Picturesque	0	19	20	19	14	12	18	14
Scenic	13	17	12	11	10	14	15	10
Rugged	0	0	2	1	5	2	1	1
Tranquil	12	6	10	4	6	4	4	3
Barren	0	0	0	0	1	0	0	0
Interesting	0	3	2	1	3	2	4	2
Undulating	12	6	0	2	4	2	2	1
Beautiful	0	16	8	12	9	14	11	18
Urban	0	0	0	0	0	0	0	0
Mountainous	0	6	6	2	2	2	6	7
Historical	0	0	0	1	1	1	0	0
Natural	0	6	6	11	11	11	10	10
Peaceful	25	6	12	15	15	21	15	18
Oppressive	0	0	0	1	0	1	0	1
Desolate	0	0	0	0	1	1	0	1
Green	0	9	0	4	1	2	3	1
Bleak	0	0	2	0	0	1	0	0

Table 97: Statement 1 ‘There is no such thing as unspoilt nature’ by % of Age Group

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	25	13	20	19	19	19	22	19
Disagree	50	63	44	41	45	40	43	34
Don't Know/ Unsure	0	6	4	10	7	5	8	16
Agree	25	6	32	23	25	31	23	24
Strongly Agree	0	12	0	7	4	5	4	7

Table 98: Statement 5 ‘Everyone needs to be surrounded by nature once in a while’ by % of Age Group

Level of Agreement	% of Age Groups							
	<18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	0	13	4	0	4	2	0	1
Disagree	25	6	8	7	2	4	3	1
Don't Know/ Unsure	25	0	0	6	8	1	9	7
Agree	0	44	36	40	53	52	48	49
Strongly Agree	50	37	52	47	33	41	40	42

Table 99: Statement 6 ‘Differences in the weather affect the way I feel about a place’ by % Age Group

Level of Agreement	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	0	13	6	6	6	7	8	6
Disagree	0	6	32	34	22	28	35	24
Don't Know/ Unsure	25	0	0	4	6	10	13	17
Agree	25	56	38	31	51	37	34	43
Strongly Agree	50	25	24	25	15	18	10	10

Table 100: Residents Preferred Form of Economic Development for Mid Wales by % of Age Group

Industry	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Heavy Industry	0	3	0	0	1	0	0	2
Light Manufacturing	25	16	14	16	11	19	23	28
Heritage Tourism	0	6	12	10	12	12	8	13
Office Development	0	0	0	4	1	2	1	2
Chemical Industry	0	0	0	0	0	0	0	0
Health & Leisure Tourism	25	25	28	22	28	21	18	17
Retail Development	0	3	2	3	1	0	3	0
Product Research & Development	0	3	0	0	0	2	1	0
Hi-Tech Industry	12	3	0	2	4	4	5	2
Extractive Industries	0	3	2	0	0	0	1	0
Agriculture etc.	38	38	42	43	42	40	40	36

Table 101: Residents' Perception of Health Tourism by % of Age Groups

Definition	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Activity Holiday	25	25	24	24	19	23	22	16
Health Farms	25	25	20	16	15	5	8	8
Hotels/ Leisure Clubs	0	6	4	10	6	5	5	0
Health Spas	0	19	12	16	16	21	20	11
Seaside	0	0	0	3	3	0	4	11
Travel with Med Treat	25	0	8	7	7	8	5	5
Don't Know	25	25	32	24	34	38	36	49

Table 102: Have Residents Ever Visited a Spa for Health, by % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	0	6	4	3	4	8	4	3
No	100	94	96	97	96	92	96	97

Table 103: Have Residents Ever Visited a Spa for Leisure, by % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	25	19	12	20	19	19	33	13
No	75	81	88	80	81	81	67	87

Table 104: Would Residents Consider Visiting a Spa for Health, by % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	75	50	48	50	38	45	32	27
No	25	50	52	50	62	55	68	73

Table 105: Would Residents Consider Visiting a Spa for Leisure, as % of Age Groups

	% of Age Groups							
	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Yes	100	50	56	59	41	43	46	21
No	0	50	44	41	59	57	54	79

Table 106: Statement 2 'Preserving the environment is a luxury when jobs need to be created' by % of Age Groups

	% of Age Groups							
Level of Agreement	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	25	25	24	29	27	22	13	17
Disagree	25	44	48	43	51	47	39	29
Don't Know/ Unsure	25	19	4	6	6	5	8	22
Agree	0	12	24	16	14	19	33	23
Strongly Agree	25	0	0	6	2	7	7	9

Table 107: Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism' by % of Age Group

	% of Age Groups							
Level of Agreement	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	25	0	12	3	6	6	1	5
Disagree	0	6	12	20	18	16	16	8
Don't Know/ Unsure	50	0	4	9	6	6	8	11
Agree	0	81	64	54	61	53	56	54
Strongly Agree	25	13	8	14	9	19	19	22

Table 108: Statement 4 'New forms of employment in rural areas should be landscape related' as % of Age Group

	% of Age Groups							
Level of Agreement	< 18	18-25	26-30	31-40	41-50	51-60	61-70	70+
Strongly Disagree	0	0	4	3	4	5	1	1
Disagree	50	13	28	16	22	10	13	1
Don't Know/ Unsure	0	13	16	14	11	1	10	16
Agree	50	55	48	57	45	57	48	56
Strongly Agree	0	19	8	10	18	27	28	26

Table 109: Residents' Reason for Choosing Mid Wales as a Place to Live by % of Gender Group

Reason	% of Gender Group	
	Male	Female
Family/ Friends	16	22
Job Related	21	17
Landscape	11	11
Community	2	1
Other	11	5
Always Lived Here	39	44

Table 110: Residents' Perception of the Main Asset of Mid Wales by % of Gender Group

Asset	% of Gender Groups	
	Male	Female
Sense of History	4	4
Close to Nature	18	26
Relaxation	8	6
Escaping From It All	14	11
Sports/ Leisure Facilities	0	1
Central Location	3	1
Countryside Walks	12	10
Healthy Environment	36	37
Good Local Facilities	1	2
Climate	1	1
Local Culture	3	1
Entertainment	0	0

**Table 111: Residents' Choice of Description of Mid Wales
by % of Gender Group**

Descriptor	% of Gender Groups	
	Male	Female
Rural	14	13
Picturesque	16	14
Scenic	13	12
Rugged	2	2
Tranquil	4	5
Barren	0	0
Interesting	2	3
Undulating	2	2
Beautiful	9	15
Urban	0	0
Mountainous	4	4
Historical	0	1
Natural	12	9
Peaceful	17	17
Oppressive	1	0
Desolate	1	0
Green	2	2
Bleak	1	0

**Table 112: Statement 1 'There is no such thing as unspoilt nature' by % of Gender
Group**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	18	20
Disagree	44	40
Don't Know/ Unsure	6	11
Agree	27	24
Strongly Agree	5	5

**Table 113: Statement 5 'Everyone needs to be surrounded
by nature once in a while' by % of Gender Group**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	2	1
Disagree	4	3
Don't Know/ Unsure	6	6
Agree	50	46
Strongly Agree	38	44

Table 114: Statement 6 ‘Differences in the weather affect the way I feel about a place’ by % of each Gender Group

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	8	7
Disagree	27	28
Don't Know/ Unsure	9	10
Agree	41	38
Strongly Agree	15	17

Table 115: Residents' Preferred Form of Economic Development for Mid Wales by % of Gender Group

Industry	% of Gender Groups	
	Male	Female
Heavy Industry	0	0
Light Manufacturing	20	18
Heritage Tourism	9	13
Office Development	1	2
Chemical Industry	0	0
Health and Leisure Tourism	22	18
Retail Development	1	2
Product Research and Development	1	1
Hi-Tech Industry	4	4
Extractive Industries	1	1
Agriculture/ Forestry/ Fishing	41	41

Table 116: Residents' Perception of Health Tourism by % of Gender Groups

Definition	% of Gender Groups	
	Male	Female
Activity Holidays	22	20
Health Farms	11	11
Hotels with Leisure Clubs	3	6
Health Spas	13	20
Seaside	4	3
Travel with Medical Treatment	6	5
Don't Know	41	35

**Table 117: Have Residents Ever Visited a Spa for Health,
by % of Gender Groups**

	% of Gender Groups	
	Male	Female
Yes	3	5
No	97	95

**Table 118: Have Residents Ever Visited a Spa for Leisure,
by % of Gender Groups**

	% of Gender Groups	
	Male	Female
Yes	22	18
No	78	82

**Table 119: Would Residents Consider Visiting a Spa for Health,
by % of Gender Groups**

	% of Gender Groups	
	Male	Female
Yes	35	42
No	65	58

**Table 120: Would Residents Consider Visiting a Spa for Leisure,
by % of Gender Groups**

	% of Gender Groups	
	Male	Female
Yes	41	42
No	59	58

**Table 121: Statement 2 'Preserving the environment is a luxury
when jobs need to be created' by % of Gender Groups**

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	19	23
Disagree	43	41
Don't Know/ Unsure	8	11
Agree	24	18
Strongly Agree	6	7

Table 122: Statement 3 ‘Areas of landscape beauty are a resource that should be drawn upon by tourism’ by % of Gender Group

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	5	5
Disagree	18	12
Don't Know/ Unsure	4	11
Agree	56	57
Strongly Agree	17	15

Table 123: Statement 4 ‘New forms of employment in rural areas should be landscape related’ by % of Gender Group

Level of Agreement	% of Gender Group	
	Male	Female
Strongly Disagree	3	2
Disagree	14	12
Don't Know/ Unsure	8	13
Agree	58	49
Strongly Agree	17	24

Table 124: Residents’ Reason for Choosing Mid Wales as a Place to Live, by % of Socio-economic Group

Reason	% of Socio-economic Groups							
	A	B	C1	C2	D	E	Hous	Stu.
Family/ Friends	38	30	20	10	22	29	17	0
Job Related	25	19	22	16	9	12	11	38
Landscape	12	21	11	9	4	12	19	0
Community	0	2	1	1	4	0	0	12
Other	0	12	8	10	2	6	3	0
Always Lived Here	25	16	38	54	59	41	50	50

Table 125: Residents' Perception of the Main Asset of Mid Wales, by % of Socio-economic Group

Asset	% of Socio-economic Groups						Hous	Stu
	A	B	C1	C2	D	E		
Sense of History	25	2	4	6	2	0	6	0
Close to Nature	13	26	23	19	15	12	33	25
Relaxation	12	2	9	3	7	12	6	0
Escaping From It All	25	14	12	12	11	29	8	13
Sports/ Leisure Facilities	0	0	0	0	2	0	3	0
Central Location	0	0	1	2	7	0	0	0
Countryside Walks	0	15	10	13	12	18	14	12
Healthy Environment	12	37	37	40	35	29	25	50
Good Local Facilities	0	2	1	1	7	0	2	0
Climate	13	0	0	2	0	0	3	0
Local Culture	0	2	3	2	2	0	0	0
Entertainment	0	0	0	0	0	0	0	0

Table 126: Residents' Choice of Description for Mid Wales, by % of Socio-economic Group

Descriptor	% of Socio-economic Group						Hous	Stu
	A	B	C1	C2	D	E		
Rural	6	13	15	17	8	6	14	6
Picturesque	6	8	15	16	17	21	19	19
Scenic	31	12	13	10	12	6	10	25
Rugged	6	1	2	2	3	0	0	0
Tranquil	0	8	5	4	2	9	3	0
Barren	0	0	0	0	0	0	0	0
Interesting	6	2	2	2	5	0	0	0
Undulating	0	6	2	1	1	3	0	6
Beautiful	13	13	11	13	15	24	18	13
Urban	0	0	0	0	0	0	0	0
Mountainous	0	5	3	6	5	3	7	6
Historical	0	1	0	1	0	0	0	0
Natural	13	13	10	10	8	14	10	6
Peaceful	13	16	17	16	22	14	17	13
Oppressive	0	0	1	0	1	0	0	0
Desolate	0	0	1	0	1	0	1	0
Green	0	2	3	2	0	0	1	6
Bleak	6	0	0	0	0	0	0	0

Table 127: Statement 1 ‘There is no such thing as unspoilt nature’ by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	25	16	18	21	19	24	25	13
Disagree	38	53	44	31	39	58	31	50
Don't Know/ Unsure	0	7	7	8	15	6	19	0
Agree	37	19	25	38	13	12	19	25
Strongly Agree	0	5	6	2	14	0	6	12

Table 128: Statement 5 ‘Everyone needs to be surrounded by nature once in a while’ by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	0	2	1	5	0	0	3	12
Disagree	12	2	4	3	2	0	6	12
Don't Know/ Unsure	0	12	6	2	9	0	8	0
Agree	63	44	47	54	46	47	39	38
Strongly Agree	25	40	42	36	43	53	44	38

Table 129: Statement 6 ‘Differences in the weather affect the way I feel about a place’ by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	13	9	7	7	4	6	14	0
Disagree	12	26	30	29	24	24	25	13
Don't Know/ Unsure	13	14	7	9	11	0	22	12
Agree	37	42	42	33	35	59	28	63
Strongly Agree	25	9	14	22	26	11	11	12

Table 130: Residents' Preferred Form of Economic Development for Mid Wales, by % of Socio-economic Group

Industry	% of Socio-economic Group						Hous	Stu
	A	B	C1	C2	D	E		
Heavy Industry	0	0	0	2	1	0	1	0
Light Manufacturing	19	14	18	23	23	24	18	25
Heritage Tourism	25	10	12	7	12	15	13	13
Office Development	0	3	2	2	0	3	1	0
Chemical Industry	0	0	0	0	0	0	0	0
Health & Leisure Tourism	19	29	23	19	14	15	26	19
Retail Development	0	1	2	1	2	0	4	0
Product Research & Development	0	0	0	0	1	0	1	0
Hi-Tech Industry	0	5	4	3	3	3	0	0
Extractive Industries	0	0	0	0	0	0	0	6
Agriculture/ Forestry/ Fishing	37	38	39	43	44	40	36	37

Table 131: Residents' Perception of Health Tourism, by % of Socio-economic Group

Table 131: Residents' Perception of Health Tourism, by % of Socio-economic Group								
Definition	A	B	C1	C2	D	E	Hous	Stu
Activity Holiday	38	26	17	29	17	29	19	25
Health Farms	13	9	11	10	13	24	11	13
Hotels/ Leisure Clubs	0	0	6	3	7	0	3	12
Health Spas	12	21	20	10	11	29	14	0
Seaside	0	5	4	2	0	6	6	0
Travel with Med Treat	0	2	6	7	4	6	3	0
Don't Know	37	37	36	39	48	6	44	50

Table 132: Have Residents Ever Visited a Spa for Health, by % of Socio-economic Group

	Group							
	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Yes	0	2	6	2	4	0	6	13
No	100	98	94	98	96	100	94	87

Table 133: Have Residents Ever Visited a Spa for Leisure, by % of Socio-economic Group

	% of Socio-economic Group							Hous	Stu
	A	B	C1	C2	D	E			
Yes	25	30	23	17	11	12	8	13	
No	75	70	77	83	89	88	92	87	

Table 134: Would Residents consider Visiting a Spa for Health, by % of Socio-economic Group

% of Socio-economic Group								
	A	B	C1	C2	D	E	Hous	Stu
Yes	38	35	39	38	35	47	42	50
No	62	65	61	62	65	53	58	50

Table 135: Would Residents Consider Visiting a Spa for Leisure, by % of Socio-economic Group

Economic Group								
	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Yes	38	47	47	38	37	29	31	38
No	62	53	53	62	63	71	69	62

Table 136: Statement 2 'Preserving the environment is a luxury when jobs need to be created' by % of Socio-economic Group

be created by % of Socio-economic Group								
	% of Socio-economic Group							
Level of Agreement	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	25	28	24	16	17	12	25	0
Disagree	50	44	43	48	28	41	28	63
Don't Know/ Unsure	0	10	7	11	22	6	11	12
Agree	25	16	22	13	26	35	28	13
Strongly Agree	0	2	4	12	7	6	8	12

Table 137: Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism' by % of Socio-economic Group

Level of Agreement	% of Socio-economic Group							
	A	B	C1	C2	D	E	Hous	Stu
Strongly Disagree	0	5	4	7	4	6	8	0
Disagree	12	16	17	17	9	6	8	13
Don't Know/ Unsure	0	9	7	7	10	6	17	0
Agree	88	53	56	59	57	41	53	75
Strongly Agree	0	17	16	10	20	41	14	12

Table 138: Statement 4 'New forms of employment in rural areas should be landscape related' by % of Socio-economic Group

Landscape related' by % of Socio-economic Group								
Level of Agreement	% of Socio-economic Group						Hous	Stu
	A	B	C1	C2	D	E		
Strongly Disagree	0	2	4	2	0	0	6	0
Disagree	25	5	13	16	13	6	14	25
Don't Know/ Unsure	0	14	7	12	15	6	17	25
Agree	50	51	56	54	41	64	44	25
Strongly Agree	25	28	20	16	31	42	19	25

Table 139: Residents' Perception of the Main Asset of Mid Wales by % of Length of Residency Group

Asset	% of Length of Residency Group				All Life
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15Yrs	
Sense of History	0	12	0	6	4
Close to Nature	33	27	29	22	17
Relaxation	0	9	10	4	7
Escaping From It All	22	18	17	15	7
Sports/ Leisure Facilities	11	0	0	1	1
Central Location	0	0	0	2	2
Countryside Walks	0	3	11	11	14
Healthy Environment	34	31	29	33	43
Good Local Facilities	0	0	1	3	1
Climate	0	0	1	2	1
Local Culture	0	0	2	1	3
Entertainment	0	0	0	0	0

Table 140: Residents' Choice of Description for Mid Wales by % of Length of Residency Group

Descriptor	% of Length of Residency Group				All Life
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	
Rural	11	18	14	12	14
Picturesque	6	13	13	13	19
Scenic	27	13	16	11	10
Rugged	0	3	4	1	1
Tranquil	11	9	3	5	4
Barren	0	0	0	0	0
Interesting	0	2	1	2	3
Undulating	6	2	2	3	2
Beautiful	11	13	16	13	11
Urban	0	0	0	0	0
Mountainous	6	5	2	6	4
Historical	0	2	0	1	0
Natural	11	5	12	12	9
Peaceful	11	12	12	17	21
Oppressive	0	0	1	0	0
Desolate	0	0	1	1	0
Green	0	3	2	3	2
Bleak	0	0	1	0	0

Table 141: Statement 1 'There is no such thing as unspoilt nature' by % of Length of Residency Group

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	22	18	18	20	19
Disagree	44	58	36	50	36
Don't Know/ Unsure	0	9	5	7	12
Agree	34	6	37	18	26
Strongly Agree	0	9	4	5	7

Table 142: Statement 5 'Everyone needs to be surrounded by nature once in a while' by % of Length of Residency Group

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	0	3	0	3	2
Disagree	0	0	6	4	3
Don't Know/ Unsure	0	9	7	6	4
Agree	22	30	39	45	58
Strongly Agree	78	58	48	42	33

Table 143: Statement 6 'Differences in the weather affect the way I feel about a place' by % Length of Residency Group

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	11	6	8	4	9
Disagree	22	24	31	29	25
Don't Know/ Unsure	11	9	8	9	10
Agree	44	39	35	39	41
Strongly Agree	12	22	18	19	15

Table 144: Residents Preferred Form of Economic Development for Mid Wales by % of Length of Residency Group

Industry	% of Length of Residency Group				All Life
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	
Heavy Industry	0	0	0	2	0
Light Manufacturing	17	18	14	16	24
Heritage Tourism	11	12	16	11	9
Office Development	5	0	2	2	1
Chemical Industry	0	0	0	0	0
Health & Leisure Tourism	17	23	25	22	20
Retail Development	0	3	3	1	1
Product Research & Development	0	0	0	1	0
Hi-Tech Industry	0	3	2	4	4
Extractive Industries	0	0	1	0	0
Agriculture etc.	50	41	37	41	41

Table 145: Residents' Perception of Health Tourism by % of Length of Residency Groups

Definition	% of Length of Residency Group				All Life
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	
Activity Holiday	11	24	24	17	21
Health Farms	22	6	16	9	11
Hotels/ Leisure Clubs	0	3	4	6	5
Health Spas	22	21	12	19	17
Seaside	0	0	5	4	3
Travel with Med Treat	11	6	5	8	4
Don't Know	34	40	35	37	39

Table 146: Have Residents Ever Visited a Spa for Health, by % of Length of Residency Groups

	% of Length of Residency Group				All Life
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	
Yes	33	6	2	6	3
No	67	94	98	94	97

Table 147: Have Residents Ever Visited a Spa for Leisure, by % of Length of Residency Groups

	% of Length of Residency Group				All Life
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	
Yes	33	33	24	17	16
No	67	67	76	83	84

Table 148: Would Residents Consider Visiting a Spa for Health, by % of Length of Residency Groups

	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Yes	67	36	39	29	44
No	33	64	61	71	56

Table 149: Would Residents Consider Visiting a Spa for Leisure, as % of Length of Residency Groups

	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Yes	56	55	49	33	42
No	44	45	51	67	58

Table 150: Statement 2 'Preserving the environment is a luxury when jobs need to be created' by % of Length of Residency Groups

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	67	42	24	24	13
Disagree	33	45	44	44	39
Don't Know/ Unsure	0	4	8	10	12
Agree	0	9	21	19	24
Strongly Agree	0	0	3	3	12

Table 151: Statement 3 'Areas of landscape beauty are a resource that should be drawn upon by tourism' by % of Length of Residency Group

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	0	0	7	5	5
Disagree	33	18	18	16	11
Don't Know/ Unsure	0	9	9	9	6
Agree	56	61	53	57	57
Strongly Agree	11	12	13	13	21

Table 152: Statement 4 'New forms of employment in rural areas should be landscape related' as % of Length of Residency Group

Level of Agreement	% of Length of Residency Group				
	< 1 Yr	1-5 Yrs	5-15 Yrs	> 15 Yrs	All Life
Strongly Disagree	11	0	3	3	2
Disagree	11	15	17	10	13
Don't Know/ Unsure	22	3	7	12	12
Agree	33	48	50	54	55
Strongly Agree	23	34	23	21	18